

CANNOCK CHASE LOCAL PLAN

LOCAL PLAN (PART 1) 2014



PREFACE

Cannock Chase Local Plan Local Plan (Part 1) 2014

The Local Plan is a development plan document produced under the Planning and Compulsory Purchase Act 2004 as amended to help shape the way in which the physical, economic, social and environmental characteristics of Cannock Chase District will change between 2006 and 2028.

Local Plan Part 1 brings together the former emerging Core Strategy and Rugeley Town Centre Area Action Plan into one document. The first section of Local Plan Part 1 therefore provides the context and process for setting strategic and development management policy for the District, with the second section providing the more detailed policy context for Rugeley Town Centre.

Local Plan Part 2 will identify site specific allocations as well as the various standards to be applied in order to help deliver the strategic policy. Part 2 will also help address Birmingham's housing needs should this be necessary following further evidence gathering, either by identifying further capacity within the plan period or safeguarding land for development beyond the plan period. In addition, Part 2 will safeguard sites for potential development beyond the plan period to help meet future District needs. Part 2 will be informed by a review of the Green Belt to be undertaken in full consultation with stakeholders. Should any further Area Action Plan be considered appropriate for the District this will also be undertaken within Part 2. Local Plan policy will also be elaborated, where justified, by Supplementary Planning Documents (SPD).

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আপনি অনুরোধ জানালে এই কাগজপত্রগুলোর বাংলা অনুবাদের ব্যবস্থা করা যেতে পারে।


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SECTION 1.

CORE STRATEGY



Executive Summary

Introduction

The Local Plan will help shape the way in which the physical, economic, social and environmental characteristics of Cannock Chase District will change between 2006 and 2028. It provides one of the means of delivering the objectives and programmes of the Chase Community Partnership.

Public consultation was undertaken in 2006, 2007 and 2008 to encourage debate on the appropriate range of issues to be considered and options for addressing them. From these a clear steer was given for setting a Vision, Objectives and a Strategic Approach. These consultations were followed in summer 2009 by a public consultation on preferred options which developed potential policy areas and indicated accompanying infrastructure requirements. The plan was refined by further consultation with key stakeholders in autumn 2009 and a pre-publication draft was published for consultation in 2010. A draft Local Plan was issued for consultation in August 2012, taking account of national changes in planning legislation and policy and reflecting local updates in evidence. The Proposed Submission (2013) Local Plan was published and available for formal representations from the 14th February-28th March 2013. It was submitted to the Secretary of State for independent examination in May 2013. The hearing sessions were held from the 24th-27th September 2013. Following the hearings, main modifications to the plan (to respond to issues raised) were published for formal representations from the 6th November-18th December 2013. The Inspectors Report finding the Local Plan (Part 1) sound and legally compliant (with modifications to the plan) was published on the 14th February 2014. Cannock Chase Council resolved to adopt the Local Plan (Part 1), with modifications, on the 11th June 2014.

District Profile

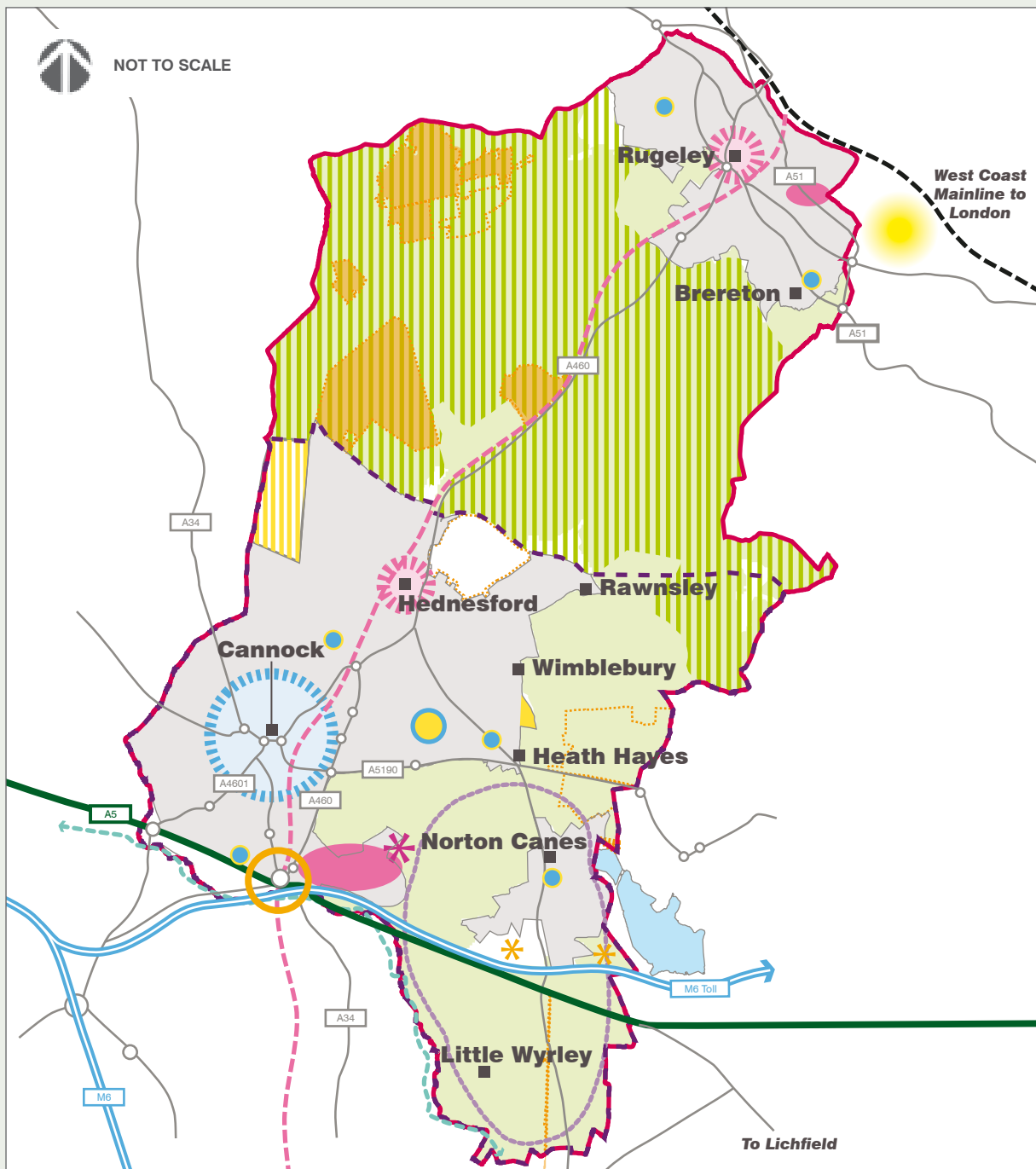
The District Profile sets out the key features of the District to inform the vision, objectives and strategy. Cannock Chase District lies within Southern Staffordshire on the northern edge of the Black Country. At the heart of the District lies the nationally significant Cannock Chase Area of Outstanding Natural Beauty (AONB) and around 60% of the District is designated Green Belt, testament to its strategic role as part of the West Midlands rural-urban fringe. The District acts as a strategic link between wider Staffordshire and the West Midlands urban area.

Vision

The Vision provides a view on how Cannock Chase District may look at the end of the plan period and develops the visions set by the Chase Community Partnership and Cannock Chase Council. It has three main strands, social, economic and environmental and is elaborated by more localised visions for each area of the District.

District-wide Objectives

Objectives are central to pointing the way to meeting the Vision. The intent of each Objective is fully described and justified, forming a substantive part of the plan. In turn the Objectives are cross referenced to a limited suite of Strategic Policies which each support more than one Objective in order to help ensure a fully integrated plan, reflecting the inter-related nature of the Objectives.



Key Diagram

- District boundary
- Built-up area
- Churchbridge junction improvements
- Chase rail line improvements
- CP1 Green Belt
- CP6 Strategic housing site
- CP6 Urban Extensions for housing
- CP6 Strategic development allocation in Lichfield District
- CP6 Safeguarded site
- CP7 Area of search for Gypsies, travellers and travelling showpeople accommodation
- CP8 Strategic high quality employment area
- CP8 Potential extension of Kingsword Lakeside if required
- CP9 Hatherton Canal Restoration
- CP11 Cannock strategic sub-regional centre
- CP11 Town centre
- CP11 District centre
- CP11 Local centre
- CP12, CP13 SAC & SSSI
- CP12 SSSI
- CP14 Cannock Chase AONB
- CP14 Forest of Mercia

Strategic Approach

Within the District the Strategy is to 'Focus development across the existing settlements of Cannock / Hednesford / Heath Hayes, Norton Canes and Rugeley / Brereton, developing service provision to meet existing balances in housing across the District'. Its effect is to aim to broadly cater for development in urban areas in the following proportions, Rugeley and Brereton 26%, Norton Canes 6% and Cannock, Hednesford and Heath Hayes 68%, but with some flexibility. For housing this strategy is set within a south-east Staffordshire strategy being developed with Tamworth Borough and Lichfield District which focuses delivery within the settlements of the area, as agreed in a Memorandum of Understanding.

The key implications for the areas of the District are:

In Cannock, Hednesford and Heath Hayes

- **Housing:** 1,550 houses on urban sites and 750 homes (with potential for 900) as an urban extension on a strategic site west of Pye Green Road.
- **Employment:** 62ha of employment land initially (16ha of which completed) with further provision in the longer term via extension of Kingswood Lakeside, if required.
- **Retail:** Cannock strategic town centre to provide 35,000sqm (gross) of additional comparison retail floor space. Hednesford town centre to provide 8,000sqm (gross) comparison and 6,400sqm (gross) convenience retail floor space. Hawks Green District Centre to be supported, but appropriate redevelopment proposals considered; Local Centres maintained and strengthened.
- **Transport:** Churchbridge Junction improvements. Rugeley-Birmingham, 'Chase Line' railway, promoted as the preferred means of transport between the District and Birmingham, based on upgraded infrastructure and restored/new services. Identified transport Improvements to be implemented to integrate new development proposals.
- **Health and Recreation:** Increased surgery provision in Cannock and Hednesford. Increases in quantity and quality of recreation spaces.
- **Natural Environment and Landscape Character:** Developments to take into account impacts on international sites and provide appropriate mitigation. Conserve good landscape character to the north and strengthen landscape character to the east.
- **Historic Environment:** Conservation Area Management Plans to guide investment and appropriate developments. Areas of higher historic environment sensitivity to be protected and their features taken into account/enhanced.
- **Minerals and Waste:** Development proposals may need to consider the potential for prior extraction of coal reserves.
- **Other:** New cemetery/crematorium of approximately 8ha. Potential for Local Green Space designation at Hazelslade.

In Rugeley and Brereton

- **Housing:** 680 houses on urban sites. A strategic development allocation to the east of Rugeley within the Lichfield District Local Plan contributes 500 houses to assist in meeting the housing needs arising in Rugeley and Brereton in line with the south-east Staffordshire strategy.
- **Employment:** 26ha of employment land (18ha of which completed).
- **Retail:** Rugeley Town Centre to provide up to 10,000sqm (gross) comparison and 4,900sqm (gross) convenience retail floor space. Rugeley Town Centre Area Action Plan (AAP) to address regeneration issues and vulnerability to larger competing centres. Local Centres maintained and strengthened.
- **Transport:** Enhanced rail service promoted as the preferred means of transport between Rugeley and Birmingham. AAP to consider opportunities to improve bus services and for bus station upgrade. Identified transport improvements to be implemented; including those in the AAP to integrate new development proposals.
- **Health and Recreation:** Increases in quantity and quality of recreation spaces.
- **Natural Environment and Landscape Character:** Developments to take into account impacts on international sites and provide appropriate mitigation. Conserve good landscape character to the south.
- **Historic Environment:** Rugeley Town Centre Area Action Plan and Conservation Area Management Plans to guide investment in the historic environment of the area.

In Norton Canes

- **Housing:** 120 houses on urban sites and 670 houses via urban extensions to the south of the settlement.
- **Employment:** 3 ha of employment land.
- **Retail:** Improvements to local shopping provision as part of the managed growth of Norton Canes.
- **Transport:** Improved bus services through the Local Transport Plan: Norton Canes Local Transport Package, including links to Kingswood Lakeside and closer working with the West Midlands Integrated Transport Authority. Identified transport improvements to be implemented to integrate new development proposals.
- **Health and Recreation:** Increases in quantity and quality of recreation space (particularly in north-east/south-west).
- **Natural Environment and Landscape Character:** Developments to take into account impacts on all sites and provide appropriate mitigation. Continued protection of the Green Belt will ensure the mainly 'coalfield' landscape character surrounding Norton Canes is protected, strengthened and enhanced. Improved links to Chasewater.
- **Historic Environment:** Areas of higher historic landscape sensitivity to be protected e.g. in Green Belt to the west and north.
- **Minerals and Waste:** Development proposals may need to consider the potential for prior extraction of coal reserves.

In the rural areas

- **Climate Change:** Potential for biomass production or wind power generation.
- **Housing:** Small scale housing serving local need without extending village boundaries. Broad location at A5 corridor for meeting accommodation needs of Gypsies, Travellers and Travelling Showpeople.
- **Employment:** Remote working and appropriate live/work units supported. Tourism, rural business and diversification to be closely managed given the potential impact on the AONB/ Green Belt.
- **Retail:** Small-scale facilities in local communities such as the village shop supported.
- **Transport:** Investigate potential for a demand responsive community transport scheme.
- **Health and Recreation:** Improved access to health facilities linked to public transport above.
- **Natural Environment and Landscape Character:** Visitor pressures on the AONB require management and developments will have to take into account impacts on international sites and provide appropriate mitigation. Cannock Extension Canal Special Area of Conservation (SAC) requires special management and consideration.
- **Historic Environment:** The high historic landscape sensitivity to be protected via retention of the Green Belt and limited development. The AONB Management Plan and other management plans, such as that for Castle Ring, provide a framework for the positive management and promotion of the areas historic assets. The Chase Heritage Trail will continue to be maintained.

Policies

Strategy – the Strategic Approach

The overall strategy is to direct housing and employment development to urban areas in proportion to population sizes at the start of the plan period and protect the Cannock Chase AONB and other green infrastructure. Within this approach Cannock's role as a strategic sub-regional town centre is supported via provision for most comparison retail development. The national presumption in favour of sustainable development is restated. For housing, the Local Plan strategy will sit within the wider strategy for south-east Staffordshire which aims to meet a minimum housing requirement for this area focusing housing delivery on settlements.

Developer contributions for Infrastructure

Contributions will be sought from all development to ensure provision of the infrastructure needed to support the level of development required over the plan period. This will be primarily through a Community Infrastructure Levy to be detailed in a Charging Schedule or via Section 106 planning obligations.

Chase Shaping – Design

High quality design will be a requirement of all development. Particular facets of good design will include response to climate change challenges, providing access for all and designing out crime. Greater emphasis on identity of place will be guided via a Design Guide SPD and development briefs will be drawn up for urban extensions and Cannock and Norton Canes centres. Management Plans for Conservation Areas will be produced as SPD.

Neighbourhood Led Planning

The Localism Bill and NPPF provide the context for town or parish councils or neighbourhood forums to engage in community and neighbourhood planning processes. The Council will help facilitate the most appropriate mechanisms for achieving the planning aims of neighbourhoods and communities where these are in conformity with the NPPF and strategic policy of the Local Plan.

Social Inclusion and Healthy Living

Enhancement of both the extent and quality of the green space network and leisure facilities are seen as fundamental to improve health through increased participation rates in both formal and informal sport and recreational activity. The retention and addition of community facilities is recognised as an important consideration in overall development of the district and will in part be addressed via developer contributions.

Housing Land

The plan provides for 5,300 new houses within the District between 2006 and 2028. 1,625 new houses were completed in the first six years. 2,350 new houses will be provided in the urban areas of the District, 66% in Cannock, Hednesford and Heath Hayes, 29% in Rugeley and Brereton and 5% in Norton Canes (identified via the Strategic Housing Land Availability Assessment 2012). Urban extensions within Cannock Chase District are identified via a strategic site west of Pye Green Road for 750 new houses (with potential for 900), and south of Norton Canes for 670 houses. A strategic development allocation to the east of Rugeley within the Lichfield District Local Plan contributes 500 houses to meeting the growth requirements of Rugeley and Brereton via the south-east Staffordshire strategy. Site safeguarding for development beyond the plan period will be addressed in Local Plan Part 2.

Housing Choice

Delivery of affordable housing is prioritised by the Council for the District. Both the Cannock and Rugeley housing markets also need to be balanced by building more smaller dwellings suitable for younger people as well as larger 3 and 4 bedroom homes. The ageing District population profile means that housing elderly people will be increasingly important during the plan period. Providing a choice of options including supported independent living, sheltered accommodation and care homes including 'extra care' developments is identified as the way forward. Providing for the accommodation needs of Gypsies, Travellers and Travelling Showpeople is also an identified priority with an area of search identified for sites along the A5 corridor.

EXECUTIVE SUMMARY

Employment Land

A requirement of 88ha of employment land for the District based around past trends has been identified for the plan period. 91ha of employment land has been identified as being available distributed as follows: Cannock/Hednesford/Heath Hayes 62ha (68%), Rugeley and Brereton 26ha (29%) and Norton Canes 3ha (3%). 34ha of this total has been developed in the first six years of the plan period leaving 57ha at 1 April 2012. In the longer term, should monitoring indicate that the provision of new land or redevelopment of existing sites is insufficient then consideration will be given to the provision of new employment land via the expansion of Kingswood Lakeside.

A Balanced Economy

The traditional economic base of the District has been in coal mining and manufacturing. The continuation of a shift to a broader economic base is being sought to include professional and financial services and high quality engineering and research and development. Increasing the number of jobs available to the resident population of working age (job density) is also an important aspiration of economic development.

Sustainable Transport

Improving bus services, continuing the Chase rail line improvements and improved walking and cycling opportunity are all identified as key areas in support of sustainable transport solutions.

Centres Hierarchy

Cannock is identified as the District's strategic sub-regional centre accommodating 35,000sqm (gross) comparison retail floor space during the plan period. This is accompanied by an expansion of the town centre boundary. Rugeley and Hednesford are the District's other town centres. The AAP identifies provision of up to 10,000sqm (gross) comparison and 4,900sqm (gross) convenience retail floor space with 8,000sqm (gross) comparison and 6,400sqm (gross) convenience retail development being progressed via regeneration of Hednesford town centre. Local centres at Chadsmoor, Norton Canes, Heath Hayes, Bridgtown, Fernwood Drive, Rugeley and Brereton are all identified for support in their current roles. The district centre at Hawks Green is similarly supported although appropriate redevelopment of the site will also be considered. Leisure uses and offices requiring a high level of public access are also considered appropriate town centre uses and will be assessed against national policy. Up to 30,000sqm of additional office floorspace will be accommodated at the District's town centres and their edges.

Biodiversity and Geodiversity

The safeguarding of sites and species according to their international, national and local status and the protection, conservation and enhancement of habitats are fundamental requirements alongside development ensuring any adverse impacts are mitigated.

Cannock Chase Special Area of Conservation (SAC)

Protection of all internationally important habitats and species, in particular the Cannock Chase SAC, is informed by the findings of a Habitats Regulations Assessment. As a result, all housing development will be required to provide appropriate mitigation measures, potentially including provision of Suitable Alternative Natural Green Space (SANGS).



Landscape Character and Cannock Chase Area of Outstanding Natural Beauty (AONB)

Consideration of landscape character will be required in all developments. In particular sensitive development will be required in or near the Cannock Chase AONB guided by the AONB Management Plan.

Historic Environment

Safeguarding the District's historic sites, buildings, features and archaeological remains will be an important consideration in development maintaining an appropriate balance between conservation, re-use and new development. Rugeley is a particular focus, where built heritage will help guide the regeneration of the town centre.

Climate Change and Sustainable Resource Use

In order to help address the challenges presented by climate change positive consideration will be given to development proposals that perform well in relation to accessibility of services and transport networks, that utilise land assets sustainably and which contribute to renewable and low carbon energy generation in the District. The highest-risk flood areas will largely be safeguarded and positive consideration will be given to appropriate large-scale renewable energy, minerals extraction, recycling and waste reduction development proposals.

Monitoring

Delivery outcomes will be assessed against national and local indicators and monitored corporately by Cannock Chase Council and via the Authority's Monitoring Report. This helps ensure a fully integrated approach.

1.0 INTRODUCTION

1.0 Introduction

1.1 The strategic element of Local Plan Part 1 has the following structure:

- **District Profile** – describing what Cannock Chase District was like at the start of the plan period in 2006 and identifying key issues and challenges
- **Vision** – anticipating what Cannock Chase District could be like at the end of the plan period if challenges are met. The Vision is aspirational, but realistic.
- **District Wide Objectives** – fully justified and cross referenced to the Policies which will help to achieve them. The Local Plan is ‘Objectives led’ meaning that the successful implementation of Objectives will be essential in meeting the Vision
- **Strategic Approach** – guiding the distribution of development across Cannock Chase District to help implement the Objectives
- **Area Implications** – giving greater detail for the main urban and rural communities
- **Policies** – to support the meeting of Objectives. The number of policies has been limited to retain clarity and focus. Most policies contain both strategic and development management elements.
- **Monitoring** – setting out targets and indicators against which Objectives will be monitored

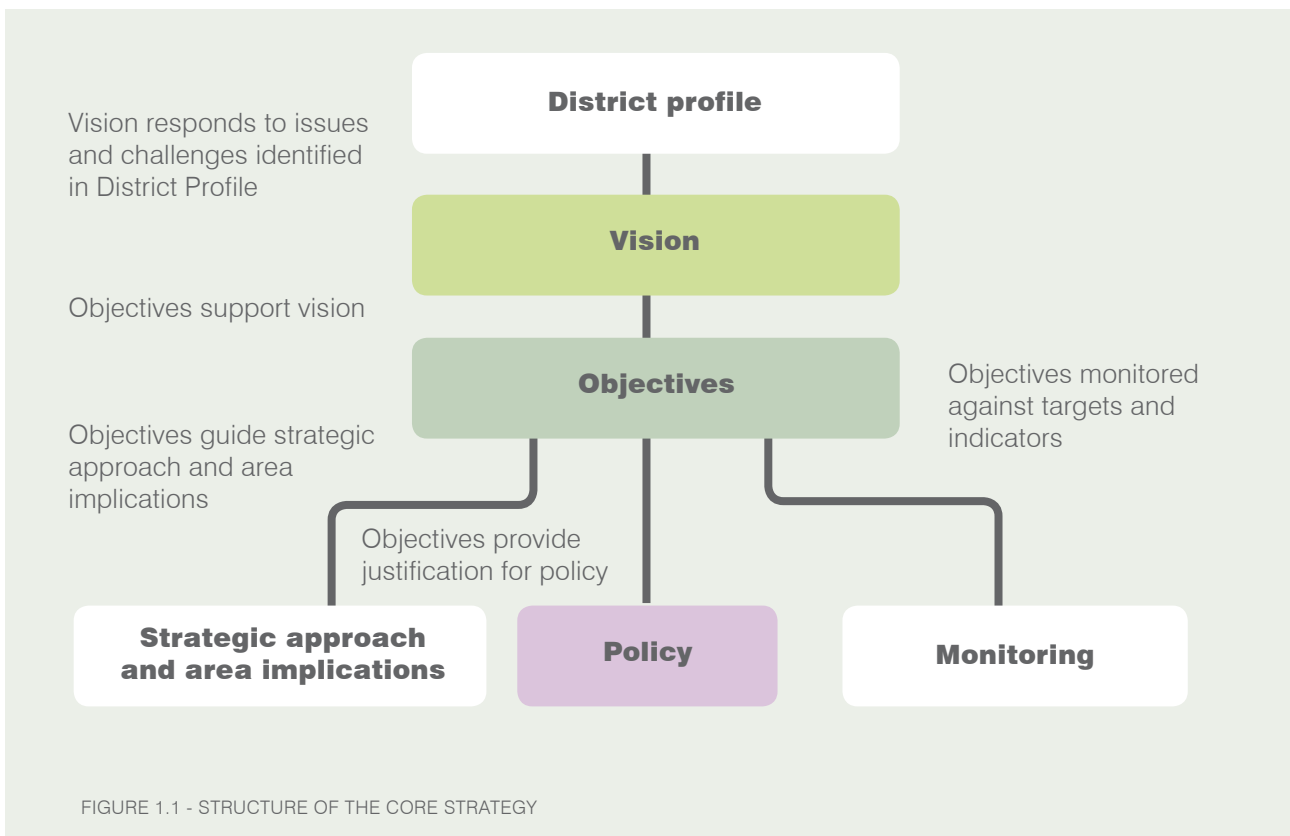


FIGURE 1.1 - STRUCTURE OF THE CORE STRATEGY

1.2 A series of stages are required to ensure fully informed policy making:

- Evidence gathering: To provide factual information to guide policy development;
- Consultation: To consider issues and options and to gain consensus for a preferred approach;
- Publication: To consult on the final document before it is sent for examination;
- Submission: When the document is presented for examination;
- Examination: When issues are considered by a planning inspector in the context of a round table discussion;
- Adoption: To adopt the document in Council following examination.

National Policy

1.3 The Local Plan is written to conform with the Localism Act and the National Planning Policy Framework (NPPF). A key principle is that if an issue is adequately covered by national policy then the Local Plan does not seek to repeat it, but should be read in conjunction with it. A presumption in favour of Sustainable Development is, however, at the heart of national policy and is of such fundamental importance that it is the only national policy restated in this Local Plan in chapter 7.

1.4 Some of the key requirements of the NPPF for Local Plan making are:

- Only include policies that provide a clear indication of how a decision maker should react to a development proposal
- Provide a collective vision and agreed priorities formed via engagement and collaboration with neighbourhoods, local organisations and businesses
- Reflect priorities of neighbourhood plans
- Set out strategic priorities for homes, jobs, commercial development, infrastructure, local facilities, conservation and climate change mitigation and adaptation
- Plan for 15 years and keep up to date
- Co-operate with neighbouring authorities, public, voluntary and private sector organisations (Duty to Cooperate)

1.5 In order to be adopted the Local Plan has to demonstrate that it has been prepared in accordance with the Duty to Cooperate, legal and procedural requirements and is sound. 'Soundness' means ensuring the Local Plan is positively prepared, justified against a proportionate evidence base, effectively delivered and consistent with national policy.

1. INTRODUCTION

Local Strategy and Policy

- 1.6** The long term community vision for Cannock Chase District is set out in the Chase Community Partnership's Sustainable Community Strategy (SCS) 2011, which states: **'By 2021 Cannock Chase will be a place where people have the chance to enhance their quality of life and achieve economic prosperity'**. To make the 2021 vision a reality, the strategy is underpinned by a Partnership Delivery Plan and has two priority outcomes, 'health improvement' and 'improved economic opportunity' as a basis for future work. The Local Plan is guided by the Sustainable Community Strategy Vision, the Partnership Delivery Plan and emerging work on priority outcomes.
- 1.7** In its Corporate Plan, Cannock Chase Council has adopted the SCS vision and identified four priority outcomes linked to those of the Chase Community Partnership. These are People (Active and healthier lifestyles), Place (An improved living environment), Prosperity (Economic resilience) and Transformation (of Council Services). Each of the Priority Outcomes has a detailed 'Priority Delivery Plan' (PDP) published annually.
- 1.8** Cannock Chase Council is a member of both the Greater Birmingham and Solihull Local Enterprise Partnership (LEP) and the Stoke-on-Trent and Staffordshire LEP and also has connections to the Black Country LEP. There is a strong commitment from the LEPs to work in a coherent way across LEP boundaries on mutual priorities. This will be key in Cannock Chase District where the economic geography is closely linked with that of the Birmingham, Solihull and the Black Country conurbation. Following discussions falling under the duty to co-operate Cannock Chase Council recognise that evidence is emerging to indicate that Birmingham will not be able to accommodate the whole of its new housing requirement for 2011-31 within its administrative boundary and that some provision will need to be made in adjoining areas to help meet Birmingham's needs. Cannock Chase Council will work collaboratively with Birmingham and other authorities, including joint commissioning of appropriate evidence to assess the emerging housing shortfall and the scale and distribution of any such requirement. In the event that the additional work identifies Cannock Chase District as a reasonable option for helping to meet the requirement, this will be addressed further as part of Local Plan Part 2. Cannock Chase Council is also a member of the Southern Staffordshire Partnership, an economic regeneration partnership which aims to foster the development of a diverse, dynamic and sustainable, low carbon economy in Southern Staffordshire.
- 1.9** The NHS has been going through a major change period and the old Primary Care Trusts (PCT's) have been replaced by Clinical Commissioning Groups (CCG's) who will manage local health priorities. CCG's are groups of GP's that from April 2013 will be responsible for designing local health services to meet the needs of its population. They will do this by commissioning or buying health and health care services to improve health and well being and reduce health inequalities. CCG's will work with patients and healthcare professionals and in partnership with local communities and local authorities. In addition as PCT's come to an end the Public health function that sat with PCT's will move to Upper Tier Local Authorities and locally Staffordshire Public Health is now part of Staffordshire County Council.
- 1.10** The context for setting transport policy and delivering investment in Cannock Chase District is provided by the third Staffordshire Local Transport Plan (LTP) 2011-26. This contains the Cannock Chase District Integrated Transport Strategy outlining the interventions required to make the development proposals contained within the Local Plan acceptable in transport terms, particularly the urban extensions.

- 1.11** Policies for waste and minerals sites in the District are prepared by Staffordshire County Council, as the Minerals and Waste Planning Authority, via a Minerals Local Plan and a Waste Local Plan, the latter jointly with Stoke-on-Trent City Council, and covering the period 2010-2026. In these emerging documents proposals have been put forward by developers and landowners for consideration, namely some key minerals sites in Cannock Chase District (extraction of clay at the Poplars Landfill site, Cannock and clay and opencast coal at Yorks Bridge, Norton Canes, a cross-boundary site with Walsall MBC) and waste sites (an 'Energy from Waste Facility' (EfW) incinerator and 'Materials Recovery Facility' (MRF) at Kingswood Lakeside Employment Park and proposals for an Anaerobic Digestion (AD) facility at Poplars Landfill site (now constructed and recently extended). The EfW facility was the subject of a subsequent planning application as a Energy Recovery Facility (ERF) and subsequently refused by the County Council in September 2011. If adopted as safeguarded minerals and waste sites, these will be shown on the Cannock Chase Policies Map.
- 1.12** The Regional Spatial Strategy for the West Midlands January 2008 has been revoked (the 20th May 2013). This placed an emphasis on the regeneration of the Major Urban Areas of the West Midlands and although it is now revoked, the strategy and the policies of the Local Plan, (and the ways in which they are applied), continue to support the urban renaissance strategy. Additionally, there are a range of other important strategies and plans which the Local Plan will need to help develop or at least acknowledge. These are identified at Appendix D.
- 1.13** 85 policies saved in September 2007 from the Cannock Chase Local Plan March 1997 represent the adopted policy position for the District prior to the adoption of this Local Plan. The saved policies are primarily aimed at ensuring sustainable land use and effective development control. The NPPF (para 215) states that due weight should be given to relevant policies in existing plans according to their degree of consistency with the NPPF. Appendix C indicates which saved policies are replaced by the introduction of strategic policies within this Local Plan or via the NPPF. The saved structure plan policies were revoked on the 20th May 2013.

Appraisals and Assessments

- 1.14** A Sustainability Appraisal (SA), which incorporates a Strategic Environmental Assessment has been prepared alongside the development of the strategic element of the Local Plan. This is a checklist of issues which need to be taken into account to ensure sustainability has been properly considered. To start the SA process a Scoping Report was issued for consultation in 2006. The Scoping Report helped to set the context, produce objectives, establish a baseline, and define the scope and level of detail the SA would need to cover to ensure that sustainability concerns are taken into account throughout the production of the Core Strategy. SA has therefore been undertaken for Issues and Options, Preferred Options and for both Draft and Published Policies of the Core Strategy. The SA has subsequently been updated to reflect modifications to the Core Strategy now presented in this Local Plan. The assessment is available in the 'Cannock Chase Local Plan Sustainability Report for Cannock Chase District Council, 2012' which reports the sustainability appraisal and strategic environmental assessment of the Proposed Submission Local Plan.

1. INTRODUCTION

- 1.15** The SA of the Issues and Options highlighted key areas of potential adverse impacts arising from some of the strategic development and policy options (see Chapters 5 and 7) i.e. Strategic Option 4 (maximising use of urban extensions) was assessed as having the most potential negative impacts. This informed the development of the Preferred Option, which represented a combination of Strategic Option 2 (the most positively assessed strategic option) with those elements of Strategic Option 4 that were not as detrimental. The policy options taken forward were also informed by the SA recommendations. The SA of the Preferred Option confirmed that the most adverse impacts of the strategic options had been addressed. The policy options performed well, particularly in relation to synergistic effects. The mild negative effects, or uncertain impacts, mainly related to the impacts of growth upon biodiversity, water quantity and quality. Some uncertain effects were also found in relation to landscape character and the green space network. This document has sought to address such issues by developing clearer links to key strategies related to water use and quality, strengthening the evidence base on biodiversity and water use (Appropriate Assessment discussed below) and revising policy wordings. Overall the Local Plan has overwhelmingly positive scores in the assessment. The majority of uncertain scores have been observed under the soil, landscape character, biodiversity and waste themes. The assessment notes that some uncertainties could be reduced through the interlinking of policies, as suggested in the Local Plan, however some uncertainties relate to the level of detail available at a strategic level that would be required to make an assessment.
- 1.16** Under Articles 6 (3) and (4) of the Habitats Directive (Directive 92/43/EE C) a Habitats Regulations Assessment (HRA) has been undertaken to consider the impact of the Local Plan on the European designated sites. An Appropriate Assessment (AA) has been undertaken for two Special Areas of Conservation (SAC) at Cannock Chase and the Cannock Extension Canal to the south of Norton Canes which are likely to be significantly affected by the Local Plan.
- 1.17** A consolidated Appropriate Assessment addressing the implications stemming from the Local Plan on these internationally important sites raised particular concerns in connection with Cannock Chase SAC which delayed the plan's preparation. Following the receipt of legal advice, the Council, and other authorities affected by the issue, were required to carry out additional research work on air quality from vehicle emissions and visitor pressure from new development. The Council has needed to address these issues to the satisfaction of Natural England, the Government agency with responsibility for SAC issues, before being able to complete Appropriate Assessment and progress the Local Plan.
- 1.18** To ensure issues of equality and diversity are adequately addressed an Equalities Impact Assessment (EqIA) has also been undertaken. This helps identify and address relevant issues at each stage of document production. Informal screening was undertaken of the Issues and Options 2008 document and screening of the proposed policy areas was prepared for the Preferred Options stage. All policies have been EqIA assessed for potential impacts or issues arising together with recommended mitigation measures where appropriate.

Evidence Base

1.19 The evidence base is a range of information which is critical to ensuring that the local planning authority has a thorough understanding of the needs and issues of its area and that delivery is not compromised by a lack of sites, infrastructure or other constraints. To be 'sound' the evidence base must be robust and credible. Cannock Chase Council has therefore undertaken a series of studies either itself, in partnership or via other agencies which will help underpin policies and proposals. The evidence base can be found at Appendix D.

Community and Stakeholder Involvement

1.20 The Local Plan is informed by a series of earlier consultations. Wide ranging public consultation was undertaken in 2006, 2007 and particularly 2008 to encourage debate on the appropriate range of issues to consider and options for addressing them. The intention of these consultations was to 'front load' the plan making process to ensure issues could be considered early. A clear direction was obtained for the Vision, Objectives and Strategic Approach. These consultations were followed in summer 2009 by a public consultation on Preferred Options which responded to earlier feedback and opinion by developing the strategy into potential policy areas and providing an early assessment of accompanying infrastructure requirements. This strategy was refined by further discussion with key stakeholders in autumn 2009 and then a Pre-Publication Draft in summer 2010 setting out for the first time draft policies for consultation. Consultation on the draft Local Plan Part 1 (August 2012) provided a further opportunity to comment on the plan in its revised format prior to Publication and Submission for examination. Details of responses to all stages of public consultation are available on the Council's website or on request.

2.0 DISTRICT PROFILE

2.0 District Profile

2.1 The profile of the District sets the scene for the Local Plan by identifying the key issues and challenges faced. An overview by topic is followed by area-specific summaries.

Sub-national context

2.2 Cannock Chase District lies within Southern Staffordshire on the northern edge of the Black Country area. At the heart of the District lies the nationally significant Cannock Chase Area of Outstanding Natural Beauty and around 60% of the District is designated Green Belt, testament to its strategic role as part of the West Midlands rural-urban fringe. The District acts as a strategic link between wider Staffordshire and the West Midlands conurbation.

2.3 The strongest residential migration flows to and from the District are with Lichfield, South Staffordshire, Stafford and Walsall. There are strong two way flows of commuters between Lichfield and Cannock Chase, and between South Staffordshire and Cannock. The most common commuter destinations for Cannock Chase residents are Lichfield, Walsall, Stafford, South Staffordshire and Birmingham¹. The conurbation also offers larger-scale retail and leisure provision. In recognition of these key economic and social links the District Council is a member of both the Stoke on Trent and Staffordshire Local Enterprise Partnership (LEP) and the Greater Birmingham and Solihull LEP.



FIGURE 2.1 - LOCATION OF CANNOCK CHASE DISTRICT

1. Strategic Housing Market Assessment (2012)



FIGURE 2.2

District Profile

- 1&2** Cannock Town Centre Hinterland extending to south Staffordshire Villages

3&4 Rugeley Town Centre Hinterland to Stafford Borough and Lichfield District Villages

1 Travel to and from South Staffordshire for employment, retail and leisure. Movement between South Staffordshire and Cannock housing markets
- 2** Travel to and from Black Country for employment, retail and leisure. Movement between Black Country and Cannock housing markets

3 Travel to Birmingham for employment, retail and leisure purposes

4 Travel to and from Burntwood and Lichfield for employment, retail and leisure. Movement between Cannock and Lichfield housing markets
- 5** Travel to and from Stafford for employment, retail and leisure

6 Travel to and from Lichfield for employment, retail and leisure

1 Cross boundary link to Chasewater recreation site

2.0 DISTRICT PROFILE

Population

2.4 The District's population continues to grow (93,800 in 2006, estimated to be 101,000 in 2028 - an increase of 8% over the plan period)². However, as the population grows, the District's older population aged over 65 (and over 80) is expected to increase substantially and above the national trend, whilst the younger population (0-15 years) and working age population (16-64 years) will continue to decline³. In terms of ethnicity the proportion of the population who are 'White' is 96%; the next largest ethnic group are of Indian origin, at just over 1% of the population (2009 Mid-Year Population Projections).

Health and Education

2.5 Cannock Chase suffers from a relatively poor health profile compared to the national picture on all indicators. The District has particular health related issues in the areas of life expectancy, obesity, teenage pregnancy, early deaths from cancer and rates of diabetes. However, the early death rate from heart disease and strokes has fallen⁴.

2.6 The PPG17 Assessments for the District highlight that access to indoor leisure facilities in the north of the District has improved with the newly completed Rugeley Leisure Centre and swimming pool, however further improvements are required to meet the recognised needs of the rest of the District in terms of both indoor and outdoor facilities and in terms of quantity, quality and accessibility. There is a need to increase playing pitch provision across the District. The Cannock Leisure Centre is currently undergoing modernisation which will contribute towards an improved recreation offer for the District's residents. Whilst the AONB is a vital asset for outdoor leisure and recreation there are areas within the District deficient in access to alternative open spaces, particularly semi-natural sites.

2.7 The District's educational performance has improved recently, however it continues to have some of the lowest levels of education participation and attainment compared to national and sub-national rates. Whilst some achievement rates have improved in recent years, the proportion of those achieving Level 2 (equivalent to 5 or more A-C GCSEs) or higher qualifications is below the national, West Midlands and Staffordshire averages⁵.

Community Deprivation

2.8 Cannock Chase District is the most deprived Local Authority in Staffordshire (excluding Stoke-on-Trent) and ranks 123rd out of 326 local authority areas⁶. Deprivation occurs mainly in Education Skills and Training, Employment, Health and Disability and Income⁷. Such deprivation can be attributed to the legacy of industrial decline in the District reducing access to employment, but can also be related to the need for appropriate social infrastructure. It is estimated that approximately 19% of children in Cannock Chase are classified as living in poverty⁸. Average gross weekly earnings for full time employees that are Cannock Chase District residents are around 7% lower than the Great Britain average, increasing to around 20% for female full time workers⁹.

2. ONS Sub-national Population Projections 2006-2010 based

3. Staffordshire Observatory 2010 Sub-National Population Projections Briefing Note

4. Cannock Chase Health Profile (DoH, 2011); Staffordshire JSNA Health and Well Being Profile for CCDC (South Staffs PCT, 2010)

5. CCDC State of Cannock Chase 2008/9; Labour Market Profile for CCDC (NOMIS, 2010 ONS Population Survey)

6. Index of Multiple Deprivation, 2010

7. CCDC State of Cannock Chase 2008/9

8. www.endchildpoverty.org.uk

9. Labour Market Profile for CCDC (NOMIS, 2011 ONS Population Survey)

Crime

2.9 Recorded crime in Cannock Chase has shown some considerable reductions over recent years. During 2010/11 there were 6,508 crimes recorded, equal to a rate of 69 per 1,000 residents. This is a reduction of 4.4% (297 crimes) when compared with the previous year and 13% lower than the number recorded in 2007/8. However, key areas of concern remain including the levels of violent crime and increasing levels of domestic violence. There has been no change to the level of violent crime over the past four years, but the rate is currently above the County rate and the severity of violence has increased. Anti-social behaviour has reduced during 2010/11. The top hot spots of adult and young offenders are in areas that fall within the top 20% most deprived in England. The town centres of Cannock and Rugeley are identified as priority target areas for reducing crime. There is also a need to improve perceptions in particular localities, with the primary concerns being alcohol-related crime and anti-social behaviour¹⁰.

Housing

2.10 The 2008-based household projections indicate household formations rising in the District from 39,000 in 2006 to 45,000 by 2028 representing an increase in need of 6,000 during this period¹¹. The Strategic Housing Market Assessment (SHMA, 2012) tests a range of scenarios in addition to these household projections to recommend a range of provision for the District of 250 to 280 houses per annum, based upon a range of factors including environmental constraints and deliverability considerations.

2.11 From a detailed analysis of the market the SHMA identifies a need for future provision to be smaller dwellings suited to younger people, whilst recognising the aspirations of people to live in larger properties (3 and 4 bedrooms). The requirement for more affordable housing is now a growing problem for the District as provision has not kept pace with need. The SHMA report identified in Cannock Chase an annual need for 197 affordable dwellings.

Employment

2.12 The local economic base has developed and diversified significantly from the mining heritage of the not too distant past with expansion of the tourism sector and growth arising from businesses locating near the strategic M6 Toll/A5 corridor. The District now has a more diverse employment structure but remains relatively reliant upon manufacturing employment compared to the national picture, which represents 17.3% of employment (as at 2006- updated figures for 2008 show levels remain broadly the same)¹². There is also an over representation of skilled trades, administrative/secretarial and elementary occupations, whilst professional and management-related employment is under represented in comparison to regional and national averages¹³.

10. Cannock Chase Community Safety Partnership Strategic Assessment, 2011

11. DCLG Household Projections, 2010

12. CCDC Annual Monitoring Report 2008; Labour Market Profile for CCDC (NOMIS, 2008 ONS Survey)

2.0 DISTRICT PROFILE

2.13 The District's economy remains vulnerable, as evidenced by the impact of the recent recession upon local unemployment¹³. In an assessment Index of Resilience for Council's in England (Experian 2010) of resilience to economic changes, including public sector funding cuts, Cannock Chase was ranked 293rd from a total of 324 Council areas (with 1 being the most resilient). In the Business theme index, which assessed factors such as business density, business start-ups, and employment sectors, the District was ranked within the 10 least resilient areas in the Country. Key long standing economic structural weaknesses include the District being overly reliant on vulnerable traditional industry and manufacturing employment and the high proportion of young people in the area with poor skills and educational attainment levels¹⁴. The wider LEP areas which the District is a member of continue to deal with long-term economic restructuring issues, as evidenced by their lower than national rates of economic growth¹⁵.

2.14 Out commuting (largely within Staffordshire and to the West Midlands conurbation) is an integral feature of the local labour market; approximately 50% of Cannock Chase's working population are employed outside of the District¹⁶. Given the low levels of skills in the District (see Health and Education, above) there are also problems with linking residents to local jobs.

Town Centres and Shopping

2.15 All three town centres at Cannock, Rugeley and Hednesford need to grow in order to both retain their position and increase their competitiveness against other centres in the sub-region. Cannock represents the largest town within the District's retail hierarchy and is suitable for larger scale retail and leisure developments. The regeneration of Hednesford is currently underway to improve provision at this town centre.

Transport and Infrastructure

2.16 The District acts as a strategic transport link between the West Midlands and wider Staffordshire. There are opportunities for business and commerce to maximise the position on the M6 Toll motorway/A5 corridor and the wider links this offers to the national road network, the West Midlands conurbation and North Staffordshire. The completion of the Rugeley Eastern Bypass has improved access for businesses in the north of the District.

2.17 The Rugeley-Hednesford-Cannock-Walsall-Birmingham, 'Chase Line' rail service continues to grow in its popularity and in late 2008 benefited from service enhancements including more frequent and faster trains. While some of these have since been withdrawn in late 2010, efforts to secure their restoration are being made to ensure key connections with the conurbation are not lost (which bring important economic and social benefits to the District). In late 2011 the Government approved a £5.4m scheme to increase the linespeed from 45mph to 75mph and more significantly in July 2012, the £30m Walsall-Rugeley electrification scheme, to be implemented between 2014-19. Rugeley has also benefited due to its position on the West Coast Main Line (WCML) including the introduction of a new hourly service to Crewe, Stoke, Stafford, Northampton, Milton Keynes and London. At this stage, it is not believed that the proposed High Speed 2 (HS2) railway from London will directly affect this District; current plans show a route that ends to the west of Lichfield. Plans for later extensions to the north-west and north-east are yet to be published.

13. Labour Market Profile for CCDC (NOMIS, 2010/11 ONS Survey)

14. Cannock Chase and the Recession: Case Study, WMLB 2009

15. Creating Successful Local Economies, The LEP Network 2012

16. CCDC State of Cannock Chase 2008/9

- 2.18** The inter-urban bus links from Cannock to Wolverhampton, Stafford, Walsall and Wolverhampton and from Rugeley to Stafford and Lichfield have seen enhancements and frequent services are now available. However, some of the local services have declined and now offer a core rather than comprehensive network.
- 2.19** The historical development of the District has also provided a wealth of canal network assets which provide connections to neighbouring areas and potentially offer opportunities for improved linkages.

Environment

- 2.20** The District comprises land rising from the low lying, largely urbanised areas in the south-west and Green Belt area around Norton Canes in the south-east to the higher plateaux within the Cannock Chase AONB. These plateaux then fall to the wide valley of the River Trent with the urban area of Rugeley and Brereton bordered by Green Belt in the north. Cannock Chase AONB provides a strategic area of accessible countryside with conservation, recreation, economic and tourism benefits. The Green Belt is also important for recreation, maintaining the District's character and its wildlife and safeguarding the wider open countryside. The District supports 2 Special Areas of Conservation (SAC), 3 Sites of Special Scientific Interest (SSSI), approximately 30 local Sites of Biological Interest, 2 Local Nature Reserves (1 additional pending) and 1 Local Geological Site (LGS). The southern part of the District also lies within the cross-authority Community Forest of Mercia. However, some elements of the District's biodiversity assets are at potential risk of decline due to development and recreational pressures unless appropriate mitigation measures are put in place¹⁷. This natural environment gives the District a valuable semi-rural landscape, which combined with the historical influence of human activities results in a distinctive landscape character.
- 2.21** The District's medieval origins, mining legacy and industrial/agricultural heritage provide a wealth of valuable assets, which contribute to this distinctive character and provide a range of recreation and tourism benefits. There are 8 Conservation Areas within the District (primarily focused around Rugeley), 70 listed buildings and 5 Scheduled Ancient Monuments. There are also a range of non-designated heritage assets including archaeological features of interest, potential sites of national importance related to military activities and locally significant historic farmsteads. The canal network represents a key heritage asset that can contribute towards the natural environment. The central landscape areas of the District are in a fairly good and strong condition overall and are of high sensitivity to change; those in the weakest and poorest condition are primarily at southern and eastern parts (around Norton Canes), mainly due to the extent of change in this area; although some parts are still sensitive to further change¹⁸. In 2010, two of the District's Conservation Areas, Rugeley Town Centre and Talbot Street/Lichfield Street, Rugeley, were identified as being 'at risk' of their special character and appearance deteriorating (they continue to be identified as 'at risk' in 2011)¹⁹.
- 2.22** In addition, the District's mining legacy has resulted in a variety of issues and constraints. Surface hazards, such as mine entries and fissures, are present throughout the District and rising minewater is an issue that The Coal Authority is monitoring due to its potential pollution and flooding effects. Southern parts of the District are still classified as potential mineral resource areas for coal. Central parts of the District are also classified as having potential mineral resources (sand and gravel).

17. CCDC Appropriate Assessments (2009 onwards)

18. Cannock Chase Landscape Character Assessment 2009

19. English Heritage 2011 Heritage at Risk Register

2.0 DISTRICT PROFILE

Green Belt

2.23 Given that 60% of the District is designated Green Belt, it is a crucial feature of the District's overall character. It provides a range of multifunctional benefits (as outlined above) and serves to maintain the openness of the rural-urban fringe (with the West Midlands conurbation) as well as the District's separate urban areas and their identities.

Climate Change

2.24 The District's per capita carbon emissions are below the national average and they are the second lowest in Staffordshire; since 2006 levels have fallen year on year. The domestic sector is the largest source accounting for 44% of all emissions²⁰. Less than 0.1% of the District's energy supply is from renewable sources²¹. In terms of the impacts of climate change middle estimates suggest a temperature rise of between 1.4-3.4 degrees up to 2080, with decreases in summer rainfall, increases in winter rainfall and a potential increase in flood risk²².

Key Issues

2.25 From the profile the following Key Issues for the District can be identified:

- Levels of crime, and perceptions of crime, remain a concern despite recent reduction;
- Low standards of health and educational attainment require improvement;
- Future housing needs, particularly affordable housing requirements, need to be met;
- Employment opportunities, local labour skills and overall prosperity require improvement;
- Provision of comprehensive transport networks need to be better supported to help reduce social exclusion and unsustainable development impacts;
- The town centres need to increase their competitiveness to maintain local shopping provision and contribute to regeneration;
- The highly valuable and sensitive natural environment, historic environment and landscape character need to be protected and enhanced whilst meeting demands for recreation and economic activity;
- Potential challenges posed by the need to respond to climate change need to be tackled e.g. alternative forms of energy supply, addressing flood risk, helping local wildlife to adapt, along with wider sustainable development concerns.

2.26 These District-wide issues manifest in the localities of the District in different ways, reflecting local features. The key points are summarised below with brief profile characteristics.

20. DECC (2011) Local and Regional Carbon Emissions Estimates for 2005-9

21. DECC (2011) Total Sub National Final Energy Consumption at Regional and Local Authority Level 2005-9

22. DEFRA UK Climate Projections 2009; Cannock Chase District Strategic Flood Risk Assessment 2008

Cannock/Hednesford/Heath Hayes

- These areas are described together as they form a continuous urban area. The combined population is 63,000, 68% of the District total (2001 Census)²³.
- Parts of Heath Hayes, Hawks Green, Pye Green and Hednesford have lost their bus services and are now more isolated (although overall levels of provision are in line with County Council guidelines). There is evidence of increasing patronage on some inter-urban routes where enhanced frequencies and new vehicles have been introduced. Rail services have seen significant improvements, although some of these have since been withdrawn.
- Housing provision is a mix of age, size and tenure. There are problems with some public housing estates which are of poor quality, being constructed from defective pre-cast reinforced concrete.
- This urban area, particularly Cannock, provides the majority of employment opportunities for the District with particular concentrations along the A5/M6 Toll corridor, which links into the neighbouring West Midlands conurbation.
- Health provision is via small doctors' surgeries across the area rather than from larger health centres, with the exception of Hednesford. There are 14 primary and 4 secondary schools and a number of community facilities, including the Chase Leisure Centre.
- The area is served by a series of major open recreational spaces e.g. Hednesford Hills, a recently designated SSSI, and major parks at Cannock, Hednesford and Heath Hayes. However, some residential areas do not have good access to children's play facilities. Indoor leisure provision requires improvement, which is being partly addressed via modernisation of the Chase Leisure Centre.
- Since the sixteenth century, coal extraction has had a major impact on the landscape character, resulting in extensive industrialisation. Cannock Town Centre Conservation Area, with its 12 listed buildings, requires management and investment to enhance its character whilst North Street, Bridgtown Conservation Area, illustrative of the area's growth during the late Victorian period, has benefited from recent investment and major enhancements.



HIGH GREEN COURT, CANNOCK



CANNOCK MARKET PLACE

23. Figures from 2010 Ward Population Estimates indicate the proportional splits remain broadly the same.

2.0 DISTRICT PROFILE

Rugeley and Brereton

- The combined population of 23,240 is almost 26% of the District total (Census 2001).
- Rugeley town centre has had limited new investment since the mid 1980s and is in need of regeneration. New employment opportunities, following the closure of Lea Hall Colliery in 1991, have been relatively slow in coming forward but the Towers Business Park is now almost fully committed and the newly completed Eastern Bypass also provides links to nearby employment opportunities. However, some issues of out-commuting and lack of access to local high quality employment opportunities remain.
- Rail services have seen significant improvements to Birmingham, London and the north-west; however the through service from the Chase Line to Stafford has been withdrawn and the Birmingham frequency recently reduced.
- Bus services have seen some improvements to the frequency of inter-urban routes to Stafford, Lichfield and Cannock, although peak time local services have been withdrawn (but overall levels of provision are in line with County Council guidelines).
- Apart from the Victorian residential streets around Rugeley Town Centre, the historic core of Brereton village and areas of north-west Ravenhill most housing is post 1945 with several estates of public housing including the former National Coal Board Pear Tree estate, which has environmental and infrastructure problems.
- Two new Health Centres have recently been constructed. There are 9 primary schools, 2 secondary schools and a sixth form centre. The 2 secondary schools and sixth form centre planned to co-locate to a new site but the project is currently unfunded. There are also a number of community facilities including the recently developed Rugeley Leisure Centre and swimming pool. Despite being adjacent to the AONB, there is a lack of alternative recreational sites and deficiencies in access to play areas.
- There is a wealth of historic natural and built assets in the area e.g. 6 Conservation Areas in and around Rugeley Town Centre, along the Trent and Mersey Canal and at Main Road, Brereton. Rugeley's position alongside the strategic River Trent corridor has resulted in its development since early Domesday records and the layout of the town pattern is largely unchanged from the sixteenth century. However, the town centre Conservation Area is considered to be 'at risk' by English Heritage and requires investment.



ELMORE PARK, RUGELEY



UPPER BROOK STREET, RUGELEY

Norton Canes

- The population of 6,394 is 6% of the District total (Census 2001). Originating as a mining village it expanded to include estates of public and private housing during the 1960/70s. There are 2 primary schools, a secondary school, new library and community centre together with a limited range of local shops. A new health centre opened in late 2007. The centre and east of the village has relatively good bus services, however parts of the outlying residential areas have lost their services, particularly more recently, although overall levels of provision are in line with County Council guidelines.
- Access to recreational sites in the area is relatively good, particularly given the proximity to the Chasewater Country Park (in Lichfield District). Access to indoor leisure facilities is mainly outside the settlement at Cannock, Burntwood or Walsall.



NEW HOUSES, NORTON CANES



NORTON CANES LOCAL CENTRE

2.0 DISTRICT PROFILE

The Rural Areas

- The Cannock Chase AONB contains one of the largest areas of readily accessible recreational land in the West Midlands, being a statutory designation under the Countryside and Rights of Way Act 2000. It is a significant asset for nearby communities as well as comprising important heathland areas covered by the European designated Special Area of Conservation (SAC). The landscape is dominated by forestry plantations, however within the AONB and around its fringes there have been, and continue to be, a number of influences on its landscape and heritage e.g. hunting and military activities, mining, agriculture, equestrian activity and recreation. Modern-day activities require careful management in view of the areas sensitivities.
- Slitting Mill, Prospect Village and Cannock Wood village are all situated in the northern area outside the Green Belt. All have village halls, however Prospect Village and Slitting Mill have no shops or schools. Cannock Wood has access to a local primary school and shop. Prospect Village, Rawnsley, Hazel Slade and Cannock Wood have a daytime and Saturday bus service to Cannock, Hednesford and Burntwood, albeit reduced in 2011. There is limited provision on a Sunday to Cannock, Hednesford, Burntwood and Lichfield every 2 hours. Slitting Mill also has a limited bus service and social exclusion is now an issue.
- The rural area south of the M6 Toll contains the hamlet of Little Wyrley, scattered dwellings and farms, commercial developments at Watling Street, Lime Lane and a recently completed landfill site at the former Grove Colliery. It also contains the Cannock Extension Canal Special Area of Conservation (SAC). This area contains some of the most intact rural landscape character in the District, particularly south of the A5.
- The rural areas, by their largely undeveloped nature, have a unique character by virtue of the surviving historic farmsteads and field patterns, largely from the 18th and 19th centuries. However the District also retains a wealth of late medieval and early post-medieval industrial sites including glass working, mining and metal working. Such sites throughout the West Midlands represent the first stirrings of what was to become the Industrial Revolution during the 19th Century, though by this time much of the industrial focus had moved away from the District. These assets are sensitive to development pressures and require careful consideration.



CANNOCK EXTENSION CANAL, LITTLE WYRLEY



CANNOCK CHASE VISITOR CENTRE, MARQUIS DRIVE

Cross Boundary Issues

2.27 The District has a number of key cross-boundary issues to be considered under the Duty to Cooperate.

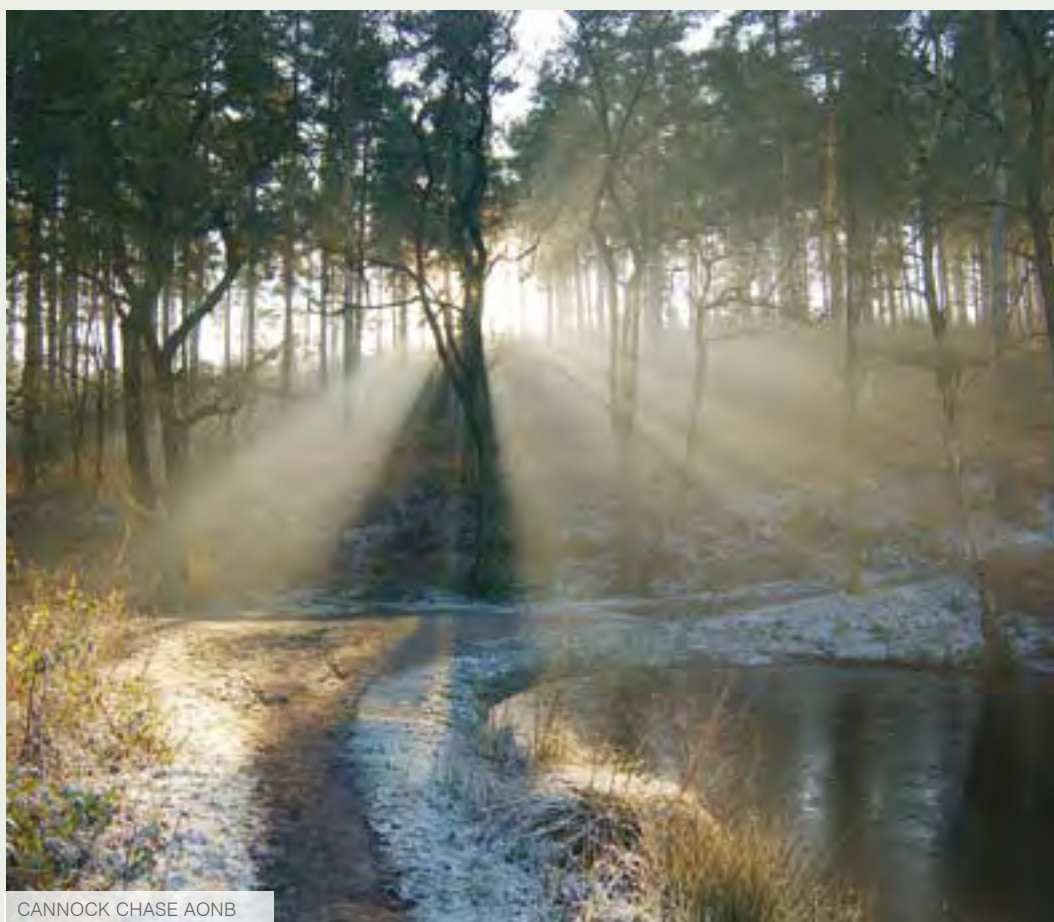
These include:

- Key economic and housing linkages to Staffordshire County and the West Midlands conurbation, most crucially with Lichfield District, Stafford Borough, South Staffordshire District and Walsall MBC (e.g. a joint south-east Staffordshire approach to housing provision and participation in the process of a Regional Logistics Site Study). Also impacts upon transport linkages, particularly the A5 corridor.
- Habitats Regulations Assessment mitigation implications arising from Cannock Chase Special Area of Conservation with Staffordshire County Council, Stafford Borough, Lichfield District, South Staffordshire Council, East Staffordshire Borough Council and the Black Country Authorities (and possibly wider, subject to further investigations).
- Habitats Regulations Assessment mitigation implications arising from Cannock Extension Canal Special Area of Conservation with the Black Country Authorities and Lichfield District.
- Lichfield and Hatherton Branch Canal restoration project with Lichfield District, South Staffordshire District and Walsall MBC.
- Other strategic level cross-boundary habitat restoration and creation (with Stafford Borough, Lichfield District, Black Country Authorities primarily) including the protection and management of the cross-boundary AONB landscape.
- Rugeley and Cannock town centres serving rural settlements in adjoining authorities namely Lichfield District, Stafford Borough and South Staffordshire District.
- Leisure facilities within nearby authorities serving needs of Cannock Chase District residents, namely Norton Canes being served by Burntwood (Lichfield District) and Stafford Borough and the West Midlands conurbation serving larger scale leisure and entertainment needs.
- Green Belt boundaries - need for consistency with adjoining authorities.

3.0 VISION

3.0 Vision

- 3.1** The Vision provides a view of how Cannock Chase District may look at the end of the plan period. There are likely to be major changes occurring during the plan period and the Vision will help ensure these are positive for the majority who live, work or visit the District by providing a clear statement which guides the Objectives and Policies of the Local Plan.
- 3.2** The Vision set out by the Sustainable Community Strategy (SCS) provides the broad context to ensure that all the partner organisations are working together towards the same goals. It states: **'By 2021 Cannock Chase will be a place where people have the opportunity to enhance their quality of life and achieve economic prosperity'**. Cannock Chase Council restates this vision in its Corporate Plan 2011-14 and provides the priority outcomes of People, Prosperity, Place and Transformation.
- 3.3** The Local Plan Vision is structured to ensure that good planning will also help meet the SCS aspirations by reflecting corporate priority outcomes. It is acknowledged that the Local Plan period extends beyond that of the SCS but the 'direction of travel' is the same. The District Vision below is further elaborated by more localised Visions within Section 6 to guide more detailed area implications.



CANNOCK CHASE AONB

A Vision for Cannock Chase District

The District will continue to be made up of distinct communities with strong local character. People will be safer and healthier and will be proud of the area in which they live and work.

- People will be proud of where they live and work within Cannock Chase District and will take pride in encouraging others to visit the area. New developments will be designed to a high standard, carefully thought out to complement and enhance the surrounding area, minimise impact on existing residents and designed in such a way that opportunities for crime and anti-social behaviour are kept to a minimum. Appropriate redesign and uses will be promoted in places which are 'hot spots' for crime and anti-social behaviour as the opportunity arises, in order to reduce these problems. Partnership organisations and the local community will work together to ensure that local solutions are relevant to the different needs and aspirations of each community.
- People will be proud of their District's heritage, environment and town centres. They will have seen progress towards enhancement of the District's Conservation Areas in Rugeley, Brereton, Cannock town centre and Bridgtown, and safeguarding of other heritage assets across the District. They will continue to be proud of Cannock Chase Area of Outstanding Natural Beauty and the protected areas of open space and countryside.
- There will be plenty of choice and opportunity to live healthy lifestyles. The quality, quantity and range of accessible indoor and outdoor sport and recreation facilities will be improved, particularly leisure facilities around Cannock. Open spaces within the urban areas will be enhanced and local needs in terms of play facilities for children and young people will be met. There will be better links between the town and countryside where appropriate, and between urban open spaces.
- People will have easy access to a range of services which are relevant to their needs. Primary health care provision, such as doctor's surgeries, will be available from modern accessible buildings within all the main urban areas. People living in rural communities will be able to access health services through good public transport links and, where possible, through services brought directly to the village where there is particular need. There will also be access to a range of other services such as local convenience stores and community centres. These will be relevant to local needs and flexible in order to be able to adapt to future changes within the community, for example as the population ages.
- Housing will be of a good quality and will suit peoples' circumstances so they will have a choice of where and how to live. New housing will be built to the highest possible sustainable standards to ensure it is environmentally friendly and flexible to be able to adapt to the changing needs of residents. There will be a range of affordable and market housing which provides for local needs and which also encourages more people in managerial and professional jobs who work or invest in the District to live here. Estates of poor quality public housing will be redeveloped or redesigned to improve standards of living and the environment.

3.0 VISION

The potential of the District's accessible location along major transport routes will be maximised to achieve a thriving local economy.

- The range of employment opportunities available in the District will be widened, and local people will have the education, skills and training to access these opportunities. There will be new investment in areas of growth, and the levels of commuting will be reduced.
- Cannock, as the District's main strategic centre, will have a wider choice of non-food shopping and commercial leisure facilities. Rugeley town centre will serve the north of the District and surrounding rural parts of Stafford Borough and Lichfield District. It will see new investment in food and non-food retail, commercial and leisure developments guided by an Area Action Plan. Hednesford will see new shopping development to re-establish its role as one of the District's three town centres. The district centre at Hawks Green and local centres of Norton Canes, Heath Hayes, Chadsmoor, Bridgtown, Fernwood Drive and Brereton will have improved local facilities. In the rural areas, neighbourhood planning initiatives to retain or develop retail facilities will be supported as part of the Localism agenda.
- There will be more opportunities for sustainable transport across the District. Rail services will be faster and more frequent, including the introduction of new inter-regional services. There will be better integration between bus and rail services and improved services to the rural areas. A demand-responsive community transport system will have been introduced to reduce social isolation in those areas where conventional bus services are not appropriate. The cycle network will have been expanded and used for both work and leisure, routes will be attractive and link together more effectively.
- More people will want to stay in Cannock Chase District overnight or longer, taking advantage of the business and leisure opportunities available and the accessibility of appropriate areas of Cannock Chase, Chasewater and the open countryside.

People will lead greener, more environmentally friendly lifestyles, inspired by Cannock Chase Area of Outstanding Natural Beauty.

- New development will provide high quality design of both individual buildings and public spaces using sustainable principles and methods of construction. It will incorporate renewable or low carbon energy, water conservation, flood prevention, waste reduction and material management features. Measures for adapting to climate change and reducing the severity of its effects will be developed and used. Brownfield land regeneration opportunities will be maximised and key pollution hazards in the District will be managed and reduced (e.g. Bridgtown Air Quality Management Area).
- People will be proud of their local environment which will be well managed. All of the District's landscapes, habitats, heritage assets and cultural heritage will be conserved and enhanced in a way which protects local identity and distinctiveness. There will be no inappropriate development within or on the edge of the Cannock Chase Area of Outstanding Natural Beauty. The Green Belt will be protected from inappropriate development, will be well managed and will be linked to the Area of Outstanding Natural Beauty. There will be a 'green corridor' of restored lowland heathland habitat linking the Cannock Chase Area of Outstanding Natural Beauty to Sutton Park.
- Cannock Chase Area of Outstanding Natural Beauty will be better known as a place for day visits and also as a place for longer stays nearby, as guided by the AONB Management Plan and Cannock Chase SAC mitigation measures. There will be greater understanding of the area's heritage e.g. former military sites. The network of open green space, including canals and the Forest of Mercia, will be strengthened and positively managed in the interests of recreation and biodiversity. Agriculture and forestry will continue to play major roles in managing the rural landscape.

4.0 DISTRICT WIDE OBJECTIVES

4.0 District Wide Objectives

4.1 Eight strategic Objectives have been identified to respond to the key issues and challenges identified in the District Profile. The Local Plan is 'Objectives led' meaning that meeting the Objectives will be central to meeting the Vision. This section summarises the justification for the Local Plan deriving from public consultation, the evidence base and higher level policy and in turn provides the supporting text for core policies. This helps to ensure a fully integrated plan (reflecting the inter-related nature of the Objectives). The strategy provides cohesion to delivery of the Objectives and area implications give further local elaboration to the meeting of the Objectives on the ground. Monitoring of progress is via a set of targets and indicators under each Objective.

4.2 The Objectives have received strong support during consultation and have only been refined to take account of specific concerns or omissions identified at that time. The Objectives are as follows:

Objective 1 Promote pride in attractive, safe, local communities

Objective 2 Create healthy living opportunities across the District

Objective 3 Provide for housing choice

Objective 4 Encourage a vibrant local economy and workforce

Objective 5 Encourage sustainable transport infrastructure

Objective 6 Create attractive town centres

Objective 7 Provide well managed and appreciated environments

Objective 8 Support a greener future

Objective 1 - Promote pride in attractive, safe, local communities

- 4.3** The importance of high quality design of living and working environments with safe connections between successful places is the key to creating sustainable, attractive and safe local communities. Well-designed buildings and spaces can help improve social well-being and quality of life by raising aspirations, contributing to improved self-image and prosperity, reducing opportunities for crime and anti-social behaviour and improving public health. Greater local engagement in the design of places can help increase a sense of ownership and promote community pride, thus increasing the likelihood of local stewardship and reduced incidents of vandalism. Overall, good design and engagement can make places sustainable by ensuring they are attractive and safe environments where people will choose to live and prosper.
- 4.4** Key established/nationally recognised design standards can assist in the delivery of high quality design. 'Secured by Design' principles can help reduce opportunities for crime; Lifetime Homes can help ensure houses are adaptable for all needs in the long term; sustainable construction standards such as BREEAM or the Code for Sustainable Homes can ensure environmental benefits are maximised; Building for Life standards can help ensure all these considerations are brought together to deliver sustainable communities and safer parking Parkmark standards are also useful. Such national standards need to be considered in the local context: each place has its own distinctive local identity and character arising from historical and present-day influences, building densities, landscape setting etc, as set out in the District Profile and shown in Fig.4.1, which need to be retained and enhanced in order to maximise local distinctiveness. A Draft Characterisation Study of the District (2011) has been undertaken and consulted upon to help identify these locally distinctive features. This work identifies a series of 'character areas' within which key features and opportunities for enhancements can be used to inform local design solutions. This has involved consultation with local communities to understand what aspects of their area they most value and would like to see inform future developments. An overall 'District Design Profile' is then drawn from these 'character areas' to provide a strategic overview of the District's character and its key influences. A Supplementary Planning Document on Design will help ensure that local value is added to national guidance and standards by using this Characterisation Study and drawing on recent good practice, such as identified in the West Midlands Sustainability Checklist. The Council will also work with local advisors and others to ensure that up-to-date information on any 'higher risk' sites in the District is taken into account in developing an approach to reducing vulnerability and increasing resilience (at present there are none).

4.0 DISTRICT WIDE OBJECTIVES

- 4.5** Cannock Chase District is rich in natural assets so the contribution of trees, forestry and design of new planting will continue to play a significant role in well-designed development proposals. Opportunities will be taken to incorporate biodiversity enhancement in and around developments and minimise light pollution to support this key role. Housing design and layout generally will be expected to reflect local character to provide a balanced housing market whilst maximising use of brownfield land, and in the rural areas careful design of conversions and new development which respect the character of the countryside will be expected. Good design will also be pursued in promoting sustainable travel through safe, well connected layouts, convenient and attractive town centre parking, provision of facilities for vehicle charging and through the sympathetic design of high quality communications infrastructure. The local Southern Staffordshire Design Review Panel, covering Cannock Chase District, South Staffordshire, Lichfield District, Tamworth Borough and East Staffordshire Borough Council areas, exists to provide advice on design-sensitive development proposals in support of high standards of design.
- 4.6** In tackling crime and anti-social behaviour in the District the priorities, as established in the Sustainable Community Strategy and annual Community Safety Strategic Assessment, are to reduce levels of violent crime, in particular domestic violence and alcohol fuelled violence; to reduce incidents of anti-social behaviour including criminal damage; to reduce people's fear of crime and anti-social behaviour; to reduce reoffending; and to engage and empower local communities. The overall trend in crime is positive, apart from burglary and theft in some parts of the District. There has been an increase in overall acquisitive crime, with theft of motor vehicles increasing by 22%, shoplifting by 11% and other theft by 22%. Whilst burglary of dwellings experienced a reduction from the previous year the long term trend is up and the District rate is 20% higher than the County rate. One of the key priorities for community safety is to reduce reoffending and the seriousness of offences committed. Reoffending rates are highest for those committing acquisitive crimes, typically those classed as serious acquisitive crimes (such as burglary of dwellings, theft of/from motor vehicles and robbery) and shoplifting. Domestic violence has also increased in 2010/11 and long term trends are up.



TRENT AND MERSEY CANAL AT RUGELEY

4.7 Increasing community engagement is a priority for addressing these concerns and the Council has well established community forums. There is no single measure for monitoring community cohesion, however, indicators include shared community priorities, a sense of belonging, having a say locally and volunteering. Good design of new development is also capable of helping to address these aspects and it is important that different professionals work together on designs to develop solutions. 'Secured by Design'(SBD) is a police initiative to encourage the adoption of crime prevention measures in the design and layout of developments to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment. This approach also leads to carbon savings through longer-life, better quality doors and windows which do not require repeated replacement as a result of crime. The Design SPD will support the SBD initiative as a key component of 'best practice' for sustainable development to ensure that developers are aware of the advantages, to the benefit of future occupiers. Well-used, well-integrated access ways, encouragement of natural surveillance of public and semi-private areas and parking, secure boundaries and appropriate planting and lighting are typical design measures which offer fewer opportunities for crime. A high quality environment encourages pride and shared ownership and is more likely to be perceived as safe.

4.8 Although the number of SBD developments in the District to date is relatively small, preliminary crime statistics indicate that between mid-2011 and mid-2012 not one of the recorded burglaries of dwellings and businesses in the District have involved an SBD property. The extra costs necessary to achieve SBD accreditation over typical specifications used in house building are relatively low in comparison with overall building costs, and appropriate input by the Police Architectural Liaison Officer to design of layout and external environment at an early stage in the development process minimises the additional cost of these elements. Encouragement of take-up of SBD advice leading to accreditation therefore has potential to create a safer and more attractive District.



4.0 DISTRICT WIDE OBJECTIVES

4.9 To promote pride in attractive, safe local communities our priorities are therefore as follows:

- To ensure the highest standards of good design of buildings and spaces are achieved to help promote sustainable communities
- To retain and enhance the distinct and separate character of the District's settlements to ensure people have a sense of belonging and pride
- To work with the Police and the community in promoting better design and use of spaces to minimise opportunities for crime, improving environmental quality of spaces, adopting 'Secured by Design' principles (or similar), ensure the safety of pedestrians/ cyclists and promoting health through 'active design,' (i.e. design that encourages people to walk / cycle).
- To promote appropriate design and uses in town centres with 'active' street frontages and high quality public space to ensure centres are well used and cared for and to maximise community interaction whilst minimising the opportunity for crime and anti-social behaviour.

4.10 How will we make sure that this happens?

The following key measures will help deliver objective 1:

- Applying policies CP3 Chase Shaping - Design, CP5 Social Inclusion and Healthy Living, CP14 Landscape Character and Cannock Chase AONB; CP15 Historic Environment and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Social and Community Infrastructure identified in the Infrastructure Delivery Plan;
- Delivery of other strategies, such as via the Cannock Chase Crime and Disorder Reduction Partnership;
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective.



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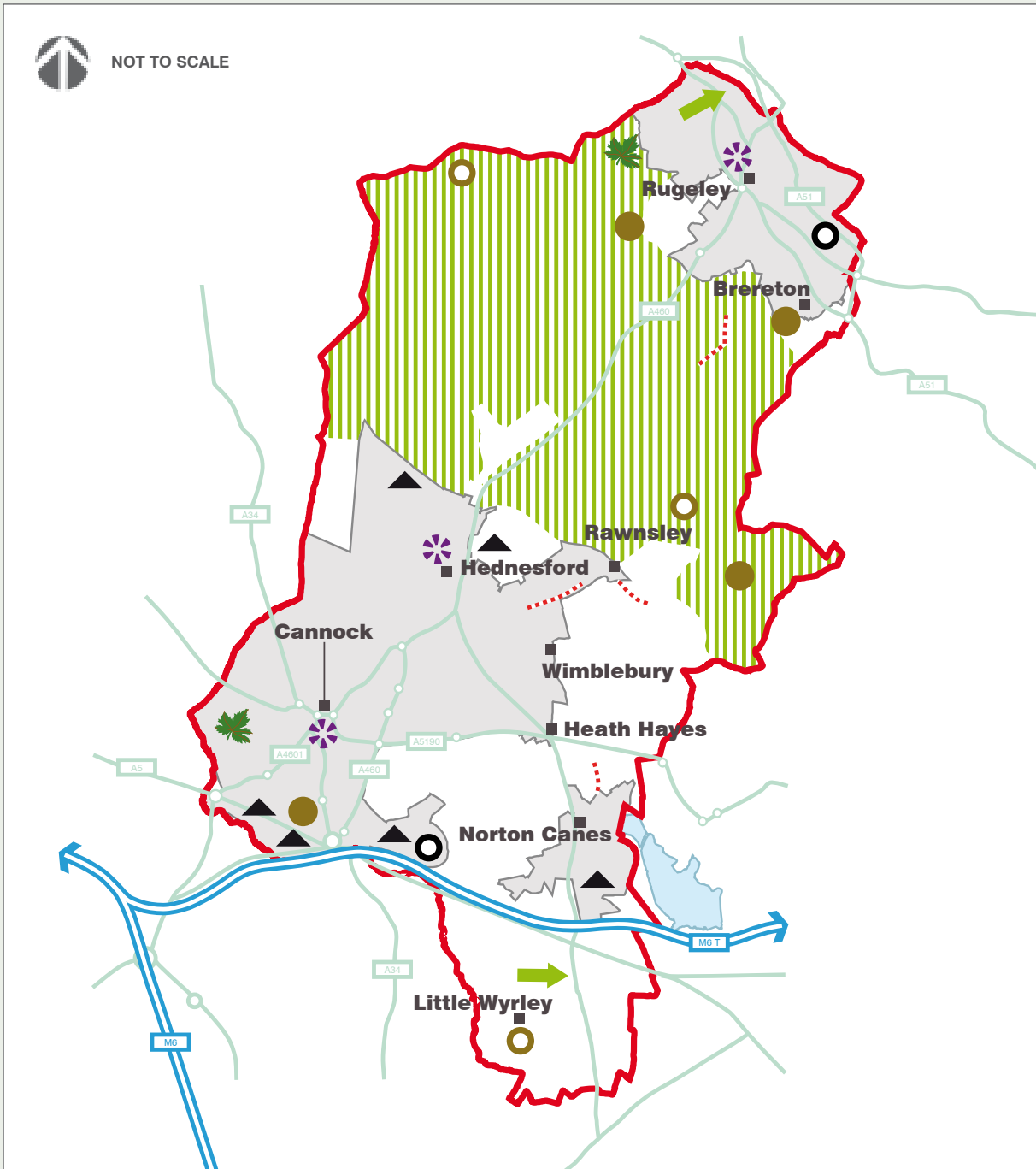


FIGURE 4.1

Promote Pride in Attractive, Safe Local Communities

- District boundary
- Built-up area
- Cannock Chase AONB
- Support mixed uses and markets
- Promote well-designed business parks
- Safeguard 'leafy' character of mature suburbs
- Promote environmental enhancement
- Promote green path links along former mineral railway lines
- Respect village character
- Respect historic farmsteads
- Promote links with canal

4.0 DISTRICT WIDE OBJECTIVES

Objective 2 - Create healthy living opportunities across the District

- 4.11** The provision of a range of health, educational, recreational and cultural facilities and sites across the District, alongside new development, will ensure healthy living opportunities are provided and will help make inroads into the health challenges faced by the District. There are particular problems of health deprivation in Cannock North, Cannock South, Cannock East and Hednesford North wards. The District has had issues in the areas of shorter than average life expectancy including death from smoking, heart disease and strokes, but these have fallen over the last 10 years and are now similar to the England average (see chapter 2). Levels of adult healthy eating and obesity are significantly worse than the England average according to the Cannock Chase Health Profile for 2012.
- 4.12** Local responsibility for health care is moving from Primary Care Trusts (PCTs) to the Cannock Chase Clinical Commissioning Group. The consortium was established as a Government pathfinder in 2011 to manage the local health budget and to work together with other NHS colleagues and local authorities to commission services for patients direct. It will become a statutory body by April 2013. The Consortium serves a population of 130,000 centred on Cannock and Rugeley through 27 GP practices. The Consortium's 2011/12 Locality Plan (ref Locality Plan) sets out a programme designed around meeting four goals:
1. Increasing healthy lives and reducing preventable mortality.
 2. Tackling the wider determinants of health - reduce the gap in health inequalities.
 3. Helping People to live healthier lifestyles and make healthier choices
 4. Prevention of ill health - reducing the number of people living with preventable ill health
- 4.13** The planning of school places and provision of education facilities is informed by Staffordshire County Council's School Organisation Team. For the plan period, primary schools may need to be provided or enlarged in areas where a significant number of dwellings are proposed such as the Pye Green area. However, if enlargements or new schools are not practicable some local reorganisation of current schools may be necessary. Education contributions are likely to be required to ensure sufficient supply of nursery and primary school places. Whilst secondary school provision is likely to be adequate for the plan period in terms of capacity, there are opportunities to improve the quality of education facilities, particularly in Rugeley where plans are being considered for improvements to two existing secondary schools. The Council is also working with partners to enhance the post-16 higher and further education offer in the District.
- 4.14** The Blake area of Hednesford has been specifically identified as an area of multiple deprivation with low literacy and numeracy rates and poor personal health. It is also an anti-social behaviour hotspot, with high drug dependency rates and high levels of alcohol abuse, personal debt and unemployment and an entrenched benefits culture amongst some families. By way of response the 'Blake Project' has been established, led by Staffordshire County Council, to focus on tackling the causes of problems as well as improving partnership responses to the way these problems manifest themselves. The long term ambition is to encourage sustainable change in the Blake area in order to reduce the amount of public investment in the community.

4.15 A Leisure Strategy is being prepared by Cannock Chase Council following audits of the District's leisure and recreation facility provision. An audit of the District's indoor facilities identified a need to upgrade Cannock leisure centre in particular and this is being achieved by remodelling/refurbishing existing facilities²⁴. Community access to existing sports halls (based on school sites) should also be secured to enable people to continue engaging in a range of sports activities. Assessments of the District's open spaces and playing pitch provision highlights key deficiencies in access to some types of good quality open spaces and facilities for District residents. More sports pitches are needed across the District and the quality of associated facilities needs to be raised. Opportunities to convert senior pitches for junior use (where deficiencies are greater) and to make school pitches available for wider community use also need to be taken. Most importantly some of these deficiencies are in areas of higher multiple deprivation (including poor health standards) such as the Blake area. There is thus a need to address levels of provision, and the quality of recreation facilities, to ensure health improvements are achieved. The Local Plan Part 2 and a Supplementary Planning Document will include further policy and guidance in relation to provision at the site-level scale as well as standards to be met via developer contributions (to be reflected in the Infrastructure Delivery Plan).

4.16 Cannock Chase Council has undertaken an assessment of open spaces in the District²⁵. These identify a wide range of formal and informal spaces providing for recreation, nature conservation and other uses, many of which are multi-functional. Taken together these constitute a green space network. The assessment sets out standards of provision both for quantity, quality and accessibility which will be included in a Supplementary Planning Document and reflected in the Infrastructure Delivery Plan. Further allocations of sites will be addressed in Local Plan Part 2. The audit highlights the need and opportunities for increased play and allotment provision in particular, as well as larger semi-natural spaces to support the protection of international biodiversity sites (see Objective 7). The need for further cemetery space provision in the southern part of the District is also identified. By ensuring these standards are met via protection, improvement and additions, planning policy can help ensure sufficient good quality open space for recreation and physical activity.

4.17 Providing for healthy living opportunities also means improving upon the range of cultural and community based facilities and activities available in the District in order to promote opportunities for healthy lifestyles and the associated mental health benefits. While the District's cultural centres are primarily focused on the Prince of Wales Theatre in Cannock and the Rose Theatre in Rugeley, there are a number of other cultural/community centres and facilities available, including the Museum of Cannock Chase, the Cannock Chase Visitor Centre and the Birches Valley Forest Centre.

4.18 Other facilities providing opportunities for leisure and exercise include the Cannock and Rugeley Leisure Centres, commercial fitness centres and various golf courses. The District also has a number of community centres, village and parish halls, youth centres and places of worship in which to congregate and run events, as well as Welfare Centres and Social Clubs (Working Men's Clubs) such as Lea Hall in Rugeley. Commercial leisure opportunities include a cinema a local ice rink and a number of traditional public houses. The Council also maintains a list of facilities available to children with special needs/disabilities.

24. Indoor and Outdoor Sports Facilities Evidence 2010
25. Open Spaces Assessment 2009

4.0 DISTRICT WIDE OBJECTIVES

4.19 The improvement of and addition to the range of leisure, cultural and community facilities available throughout the District will be supported through Local Plan policy in order to provide opportunities for creating physical and other health benefits as well as enhance the sustainability of local communities. Where Neighbourhood Plans come forward and are adopted, the shared vision for improved or new facilities they include will need to be aligned with the infrastructure requirements identified as part of the Local Plan process. A database of facilities will be updated periodically with any identified requirements or deficiencies being highlighted and processed through the Infrastructure Delivery Plan.

4.20 To create healthy living opportunities across the District our priorities are therefore as follows:

- To support improved health care provision;
- To help developments which cater for longer, healthier, more active and more independent living;
- To facilitate provision of accessible, good quality, sustainably managed open space, sport, physical activity, leisure and entertainment and community facilities;
- To encourage the use of canals and other watercourses in providing sport and leisure opportunities including walking and cycling; and
- To help support measures which address issues of obesity.

4.21 How will we make sure that this happens?

The following key measures will help deliver objective 2:

- Applying policies CP5 Social Inclusion and Healthy Living, CP9 A Balanced Economy, CP10 Sustainable Transport, Policy CP12 Biodiversity and Geodiversity and CP14 Landscape Character and Cannock Chase Area of Outstanding Natural Beauty;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Social and Community Infrastructure identified in the Infrastructure Delivery Plan;
- Delivery of other strategies, such as Cannock Chase Leisure Strategy and the South Staffordshire PCT's Strategic Plan;
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective.



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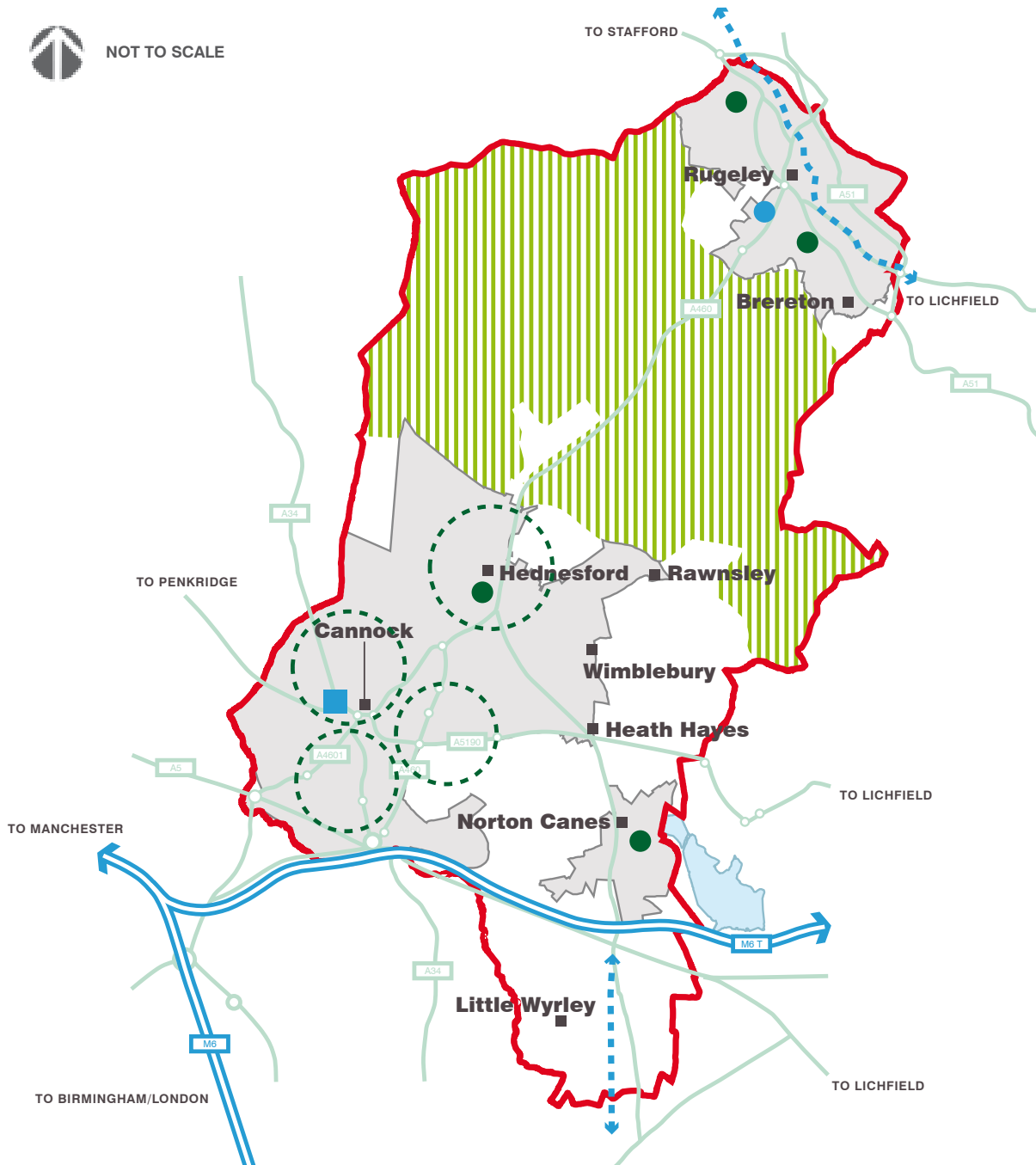


FIGURE 4.2

Create Healthy Living Opportunities Across the District

- District boundary
- Built-up area - protection of and improvement to the green space network throughout the urban areas to increase recreation participation rates linked to improved health opportunity
- Cannock Chase AONB
- Leisure centre**
- In place
- Proposed refurbishment
- Health centre in place
- Areas of health deprivation
- ⇄ Canal towpath

4.0 DISTRICT WIDE OBJECTIVES

Objective 3 - Provide for housing choice

Housing Land

- 4.22** Local housing demand evidence²⁶ identifies a south-east Staffordshire minimum housing requirement for Tamworth Borough, Lichfield District and Cannock Chase District of 900 houses per annum or 19,800 for a joint plan period of 2006 to 2028. The three authorities are developing a joint strategy which is able to achieve this, focussing delivery in settlements. Under this strategy 5,300 houses need to be delivered during the plan period in Cannock Chase District. The strategy is agreed within a Memorandum of Understanding under the duty to cooperate.
- 4.23** The ability of infrastructure and the environment to accommodate development is an important consideration when providing for new housing, particularly at a local level. Within the Cannock and Rugeley housing market areas, the extent of constraint is considered to be high for Rugeley and medium for Cannock²⁶.
- 4.24** By setting a figure of 5,300 new houses in the District between 2006 and 2028 within a south-east Staffordshire context (241 per annum) the Local Plan therefore seeks to contribute to meeting the minimum housing requirement identified for south-east Staffordshire whilst recognising the highly sensitive and constrained environment of the District.
- 4.25** Within the District, the distribution of new housing is an important part of the Local Plan's strategy, which seeks to cater for development in urban areas broadly in proportion to existing population sizes (see chapter 5). This approach received strong public support during extensive public consultation in the early part of the Local Plan's preparation and is endorsed by local housing market needs in both Cannock and Rugeley²⁶ building rates in the Cannock and Rugeley Housing market areas since 2001²⁶ as well as Sustainability Appraisal, Appropriate Assessment and Equalities Impact Assessment.
- 4.26** The supply of sites for housing is based on known landowner or developer interest and site suitability as set out in a Strategic Housing Land Availability Assessment 2012 (SHLAA).
- 4.27** The SHLAA identifies 2,350 new houses on urban sites in the following proportions: (66%) in Cannock, Hednesford and Heath Hayes, (29%) in Rugeley and Brereton and (5%) in Norton Canes. This figure includes discounts and windfall allowances evidenced in the SHLAA. Flexibility is provided within the SHLAA via the application of a 20% non-implementation discount to all 0-5 year minor sites and all 6-15 year sites (bar those that are part of major 0-5 year sites). Before discounting 1,740 are considered deliverable within five years. Completions from 2006 to 2012 provided 1,625 new houses (271 per annum).
- 4.28** In addition to the purely urban sites, the SHLAA identifies land suitable for urban extensions to the West of Pye Green Road, Hednesford for 750 new houses and to the south of Norton Canes for up to 670 houses including land off Butts Lane/Walsall Road for a mixed development (with planning approval for 450 houses), land off Walsall Road and land at the former Greyhound Stadium in the Green Belt (with planning approval for 130 houses). In addition to flexibility provided within the SHLAA there is potential for the housing capacity of the land West of Pye Green Road to be increased to approximately 900 dwellings without raising any new significant infrastructure issues.

26. Southern Staffordshire Districts Housing Needs Study and Strategic Housing Market Assessment (SHMA) update 2012

4.29 This totals 5,395 houses for the plan period. Just over 40% of the Cannock sites are considered deliverable within five years and in Rugeley the figure is just under 60%²⁷.

4.30 In addition a strategic development allocation to the east of Rugeley within the Lichfield District Local Plan contributes 500 houses to assist in meeting the housing needs arising in Rugeley and Brereton in line with the south-east Staffordshire strategy.

Housing Choice

4.31 Latest evidence identifies a net annual need for 197 affordable homes in Cannock Chase District. This figure makes allowance for addressing a net backlog annualised over 5 years²⁶. Cannock Chase has a high proportion of households unable to afford social rents without benefits (63% of those households unable to afford to access market housing). Increasing rents to 80% market rents increases this proportion to 83%²⁶.

4.32 There is a well progressed scheme involving redevelopment of unsound housing at Elisabeth Road in Chadsmoor which could make a significant contribution to delivery and is the Council's number one redevelopment priority. The second priority for redevelopment is the Moss Road estate in Chadsmoor, which includes the replacement of defective Reema flats with a mixed tenure new build scheme. This later scheme will include the building of 60 new Council houses.

4.33 The ability to meet affordable housing need is curtailed by issues of viability. An affordable housing viability study commissioned by Cannock Chase Council in 2012 concludes that at the time of the study provision of 20% affordable is viable on sites of 15 or more units and that for sites of less than 15 units, and in exceptional cases some sites of 15 or more units, it is viable and more appropriate to obtain a financial contribution towards delivery on other sites. The percentage of affordable units will adjust in response to changes in market conditions and can be reconsidered when these changes are identified as being of sufficient scale to merit a recalculation.

4.34 Given the environmentally sensitive nature of the District, the comprehensive Green Belt coverage outside the urban areas, the proximity of the countryside to the urban areas and the fact that affordable housing opportunity is being brought forward within the urban areas or via urban extensions, a rural exceptions policy for the District has not been considered as a reasonable option to pursue.

4.35 The SHMA identifies a particular shortage of larger 3 and 4 bedroom properties in Cannock Chase District. There is a very low vacancy rate of larger properties, which consequently turn over very quickly. The Southern Staffordshire Local Investment Plan (LIP) and Local Delivery Plan also seek to deliver high quality executive aspirational market housing. This has potential to make a significant contribution to increasing the attractiveness of the District to new businesses and their employees and therefore increase the strength of the local economy. It aims to complement the approach to affordable housing by helping to create mixed tenure and balanced communities.

4.36 Housing an ageing community will be an increasing issue for the District. Consultation has highlighted the need to ensure sufficient options are developed to allow effective choices between continued independent living, sheltered accommodation and 'extra care' communities offering a range of on-site services. Many older people would prefer to remain in their family homes, but this may cause problems such as domestic care provision, mobility and accessibility issues.

27. Cannock Chase Strategic Housing Land Availability Assessment 2012

4.0 DISTRICT WIDE OBJECTIVES

- 4.37** The Staffordshire FlexiCare Housing Strategy 2010-2015 indicates the need for 'extra care' provision nearly doubling between 2010 and 2030 from 558 places to 1,030. Development options for providing more extra care are likely to range from forming clusters around existing 'extra care' provision, upgrading of some sheltered housing schemes or new build. There are also a range of national housing standards available for application at the District level including Lifetime Homes and Lifetime Neighbourhoods.
- 4.38** The accommodation needs of people with disabilities, and in particular learning disabilities in the District has become a more recognised issue in recent years. According to the Staffordshire Joint Strategic Needs Assessment: Estimating current and future prevalence of mental health and learning disabilities in Staffordshire; the proportion of people recorded on registers with a learning disability in Staffordshire is significantly higher than England, with Cannock Chase having the highest levels in Staffordshire. In addition to housing being affordable, people with disabilities often require single storey or adapted properties with on-site care and support.
- 4.39** Cannock Chase Council is required to make adequate accommodation provision for the whole community, including Gypsies, Travellers and Travelling Showpeople. The Government considers that local Councils are best placed to assess the needs of the travelling communities for determining the right level of site provision, reflecting local need and historic demand.
- 4.40** The accommodation needs of Gypsies, Travellers and Travelling Showpeople have been considered within the Cannock Chase Gypsy and Traveller Accommodation Assessment 2012. The Council commissioned the study as a way of assessing local need and historic demand by discussing requirements with existing site owners/occupiers and representative groups and by contacting landowners to gauge interest in providing sites.
- 4.41** Key outcomes for Cannock Chase are that the District requires a minimum of 41 additional residential pitches for the period 2012-2028 and four Travelling Showpeople plots. Between 2012-2018 there is a requirement for 22 residential pitches and three Travelling Showpeople plots and between 2018-2023 a need is identified for 10 residential pitches and one Travelling Showpeople plot. From 2023-2028 there is a requirement for nine residential pitches and no Travelling Showpeople plots. Five transit pitches are also required in the District between 2012-28.
- 4.42** Cannock Chase District has no unauthorised developments where Gypsies and Travellers have purchased land with the intention of establishing a permanent base. All unauthorised activity in the District has been in the nature of short stay roadside encampments. The A5 is considered to be the appropriate broad area of search for sites within the Cannock Chase Local Plan and this can be used to identify sites in the Local Plan Part 2 as part of site specific allocations.

4.43 To provide for housing choice our priorities are therefore as follows:

- To facilitate sustainable housing provision.
- To manage the release of sufficient land for housing in appropriate locations.
- To help meet local need for both affordable and aspirational housing.
- To provide housing choices for an ageing population
- To cater for the needs of different communities

4.44 How will we make sure that this happens?

The following key measures will help deliver objective 3:

- Applying policies CP1 Strategy, CP3 Chase Shaping - Design, CP6 Housing Land, CP7 Housing Choice, CP10 Sustainable Transport and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Physical Infrastructure identified in the Infrastructure Delivery Plan;
- Delivery of other strategies, such as the Southern Staffordshire Local Investment Plan;
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective.



4.0 DISTRICT WIDE OBJECTIVES



NOT TO SCALE

District wide delivery - Affordable homes prioritised with more 3 and 4 bedroom houses smaller dwellings for younger people, for households with specific needs and wider choice of housing options for the elderly

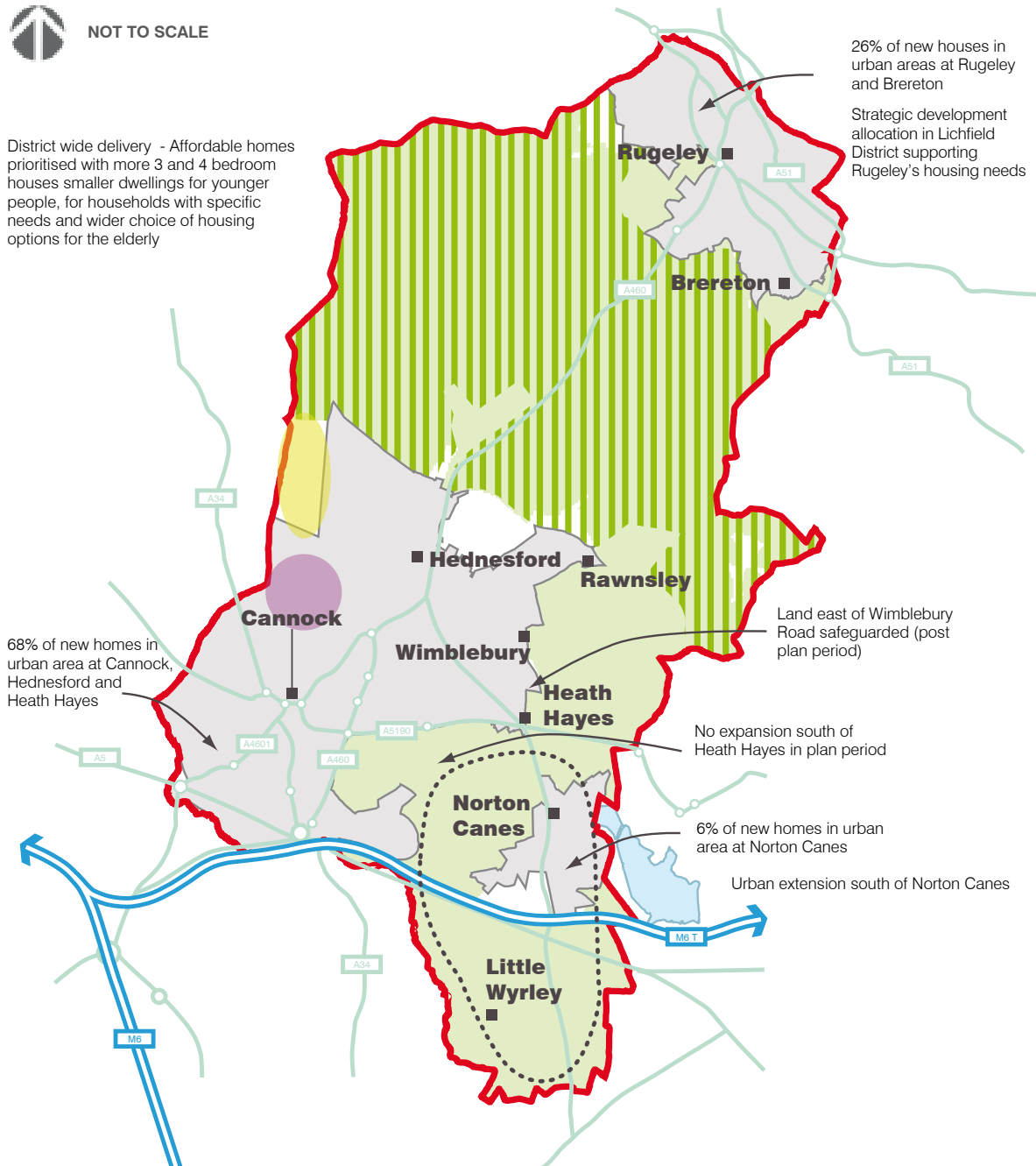


FIGURE 4.3

Provide for Housing Choice

- District boundary
- Built-up area
- Cannock Chase AONB
- Green Belt
- Urban extension west of Pye Green Road
- Chadsmoor - main focus of public housing intervention
- Area of search for site(s) for Gypsies, travellers and travelling showpeople

Objective 4 - Encourage a vibrant local economy and workforce

Balancing the Economy and Raising Attainment Levels

4.45 The economic vision and strategy for the District is well established at the local level and the key need for the District's economy to restructure has been long recognised. The current Corporate Plan (2011-2014) sets a priority outcome of 'Prosperity: Economic Resilience' in recognition of this need to rebalance and strengthen the local economy. As part of ongoing activities to deliver this priority the Council continues to work closely with the business community in a range of local and sub-national forums (discussed further below). Key structural weaknesses contributing to lack of resilience are the relatively low levels of educational attainment and adult skills. However, the District's continued over-reliance upon traditional industrial and manufacturing sectors (which are forecast to decline over the plan period) and under-representation of professional business services and other knowledge based industries (which are forecast to grow over the plan period) also contribute significantly to its vulnerability – manufacturing represents 17% of local employment compared to a 10% UK average, whilst 'professional services' (i.e. finance, IT, other business activities) represent 13% of local employment compared to a 22% UK average²⁸.

4.46 The impact of the 2008/9 - 2009/10 recession in Cannock Chase District has served to re-enforce the need to support continued diversification and regeneration of the local economy, highlighting the Districts' overall economic vulnerability due to these long standing structural weaknesses. Related to this diversification is the key local priority of raising the District's job density rate from current below West Midlands average levels (0.63% jobs per person of working age compared to West Midlands average of 0.75%-2006)²⁹. Fundamentally there is a need to increase the proportion of jobs, improve their quality, and enable local residents to access them via improvements in skills and education. By improving the quantum and quality of jobs within the District, currently high levels of out-commuting can also be reduced thus contributing to overall sustainable development. As a result the forecasted growth in the professional sectors is a priority target as well as potential out-sourced public sector jobs (particularly in health and education); research and development; and the more technical and specialist engineering service sub-sector (i.e. diversification of the traditional manufacturing base into areas such as the manufacturing of sustainable 'green' technologies for energy and transport). Whilst the ongoing importance of the distribution and logistics sector is recognised (and the District's location along key transport corridors will continue to attract such businesses) the tendency for this sector to create low density employment (with land implications) needs to be considered within the overall context of the economic strategy.

28. 2008- Comparable to 2006 rates <https://www.nomisweb.co.uk/reports/lmp/la/2038431951/report.aspx>.

29. Data from a 2010 base suggests this rate remains broadly the same- Labour Market Profile Cannock Chase <https://www.nomisweb.co.uk/reports/lmp/la/2038431951/report.aspx>.

4.0 DISTRICT WIDE OBJECTIVES

- 4.47** Tourism offers another local opportunity linked to Cannock Chase's national profile, including business tourism and opportunities for the rural economy. The Staffordshire Destination Management Partnership's Delivery Plan (2011) particularly advocates developing business tourism opportunities and the rural, countryside and heritage tourism offer within the County. In the District context the Cannock Chase AONB is a recognised significant asset in this regard. The town centres of Hednesford and Rugeley offer further tourism development potential as gateways to the AONB to complement the existing Visitor Centres within and around the AONB. However such opportunities need to be carefully managed, particularly in accordance with the AONB Management Plan and Cannock Chase SAC mitigation measures (see Objective 7). Other assets which could enhance the tourism offer do exist outside the AONB and will also be promoted e.g. the Trent and Mersey Canal at Rugeley/Brereton (see Objective 7). Further employment opportunities are likely to arise, for example from the retail sector associated with town centre regeneration (see Objectives 6 and 7) - the potential benefits arising from future mixed use schemes are therefore recognised.
- 4.48** The District's economic vision and strategy has been shaped by the former RSS and complimentary sub-regional partnership strategies e.g. the RSS highlighted the centres of Cannock and Rugeley as 'Local Regeneration Areas' in a regional context, whilst the Economic Regeneration Strategy for Southern Staffordshire (2006-2010) gave particular focus to increasing professional and business service occupations within the District. The local vision and strategy is now been taken forward and shaped further by the Local Enterprise Partnerships (LEPs) of which the District is a member (Greater Birmingham and Solihull LEP- GBSLEP and the Stoke-Staffordshire LEP- SSLEP). This membership formally recognises the key economic linkages the District has both within Staffordshire and to the neighbouring conurbation. The full LEP strategies and frameworks are still emerging however early priorities and activities affecting the District largely reflect those already outlined above.
- 4.49** For instance, analysis of the comparative rates of drivers of economic growth shows that both LEP areas are below the England averages for most factors, namely the share of employment in the knowledge economy and high/medium technology manufacturing; employees that are highly skilled; and residents with degree level or above qualifications. The GBSLEP identify a priority of growth in knowledge based employment e.g. professional services, advanced/high-technology manufacturing and research and development. An area referred to as the E3I Belt (which the District lies within) is broadly identified as a growth location for such sectors, based upon the 'economic', 'entrepreneurial', 'environmental' and 'innovation' factors which create the conditions for business growth and potential for sustainable, knowledge-based economic growth. Whilst the District itself does not currently possess all of these attributes (or to the same degree as the other Belt localities) there is the potential for them to develop in tandem with other localities in the Belt. The SSLEP also recognise the existence of this Belt and have provisionally identified the continued importance of manufacturing and its diversification into advanced and 'green' sectors (low carbon and energy) as a priority; as well as growing the areas' tourism base. It is recognised by both LEPs that up-skilling of the local labour force is required to match this rebalancing of the economy.

4.50 To ensure delivery of a more prosperous and resilient local economy the District needs to ensure that any barriers to investment are proactively addressed. This primarily necessitates maintaining an available mixed portfolio of land to attract and retain businesses, from local/small scale investors to those of international/large scale. The provision of appropriate land and premises to suit targeted growth sectors e.g. office accommodation (see also Objective 6) and high quality business park locations should be part of this mix. Offices will be directed to town centres and subject to the sequential approach. These employment land provision issues are discussed further below. Alongside land provision, the necessary supporting infrastructure improvements also need to be delivered- namely transport upgrades (see Objective 5) and elements of wider environmental quality. A key proposal that could potentially assist regeneration ambitions is the provision of an inter-modal depot at the Maersk Site in Cannock just north of the A5 which is highlighted as a unique opportunity not available elsewhere in the District and in the context of the upgrading of the Chase Rail Line (see Objective 5). In terms of environmental quality the District's 'green' setting is an asset, however it is considered that improvements to the town centres would raise the profile of the wider locality and increase its attractiveness to investors (see Objective 6). In addition, the SSLEP provisionally identifies the need for expanded super-fast broadband to support business development across the LEP area.



LAKESIDE PLAZA, BRIDGTOWN

4.0 DISTRICT WIDE OBJECTIVES

4.51 The implementation of policies CP8 and CP9 together with the Community Infrastructure Levy and complimentary Local Plan policies (e.g. CP10 and CP11) will all contribute to delivery of the economic vision and meeting business needs. As part of the GBSLEP early work programme the District has also signed up to a 'Planning Charter' which outlines how the Council will positively work with businesses engaging with the planning process and sets out early indications for a refined spatial framework for the LEP area, to which the District will continue contributing- a similar process is underway for the SSLEP.

4.52 In a wider capacity, the Council will continue to work with the business community on a one-to-one basis and via a range of forums, e.g. the Chamber of Commerce and Local Enterprise Partnership, to understand ongoing business needs and assist their development. This will inform local economic and planning responses into the future (within the broad framework set by the Local Plan). A key factor influencing the development of businesses in the District is the level of local skills and educational attainment. Therefore specific support will need to be continued. Economic assistance is therefore directed towards the priority areas of workforce development; improving basic skills; enhancing the post-16 higher and further education offer in the District; increasing educational attainment of both pre and post 16 age groups; employment support; encouraging business dynamism; and supporting voluntary services and social enterprise. This requires a number of partners working together to address all facets of the issues, with a key role for the third sector in providing support. For instance the Blake Community Programme³⁰ provides a local example of how such partnership working can seek to tackle multi-faceted issues, addressing economic issues in tandem with interlinked social and environmental ones. The planning system can assist such work by ensuring that appropriate levels of infrastructure and land are available, particularly in terms of education facilities (see Objective 2) as well as seeking to link employment growth opportunities to the local workforce.

Employment Land

4.53 The approach to the District's employment land provision requirements is largely informed by a 'past trends' methodology to projecting future land requirements whilst having regard to other methodologies and number of other important factors, namely the need for flexibility in responding to changing economic circumstances. The overall strategy is to focus development upon the highest quality and attractive Brownfield and restored sites, followed by consideration of Greenfield or Green Belt sites where required. The land identified is primarily to provide for demand arising from non-town centre B class uses; however flexibility is provided to enable other uses including ancillary and/or complementary town centre uses where these accord with the sequential approach and ambitions for the District's town centres (see Objective 6 and Policy CP11).

30. The programme involves partners from Cannock Chase District Council, Staffordshire County Council, Staffordshire Police, South Staffordshire PCT, South Staffordshire College, Staffordshire University, Staffordshire Fire and Rescue, and Chase CVS.

4.54 The evidence for the RSS Phase 2 Revision outlined a need to provide 84ha of new and redeveloped employment land (increasing to 112ha as part of the RSS Examination-up to 2026) which was largely based upon a 'past trends' approach. This range of level of provision has received broad support throughout the Core Strategy consultations. Updated assessments of employment land requirements consider a range of scenarios to quantify land needs which (although producing a range of forecasts) conclude that this level of provision remains appropriate. In the case of offices, up to 30,000sqm of additional floorspace is envisaged to be accommodated in and on the edge of Cannock town centre (or the District's other town centres as appropriate) (see Objective 6). This total is related to the Regional Spatial Strategy Phase 2 Revision Draft Preferred Option of December 2007, as this is consistent with the need to provide for the regeneration needs of the Major Urban Areas within the West Midlands region, as set out in for example the Black Country Core Strategy. Should the Black Country policies be reviewed at any stage then the Council will also seek to reflect such changes.

4.55 The indicative nature of all projections arising from the range of forecasting methods is recognised. There is also a need to consider these projections in relation to developments 'on the ground'. The influence of distribution and storage based developments (requiring larger land take-up) upon recent completion rates are noted, particularly the large-scale development of G-Park at Rugeley which has delivered a significant amount of land upfront. If the District continued to develop its employment land along the lines of developments in the most recent years, with a focus on large-scale development in the distribution and warehousing sector, it is likely that new employment sites would need to be identified well above the current land portfolio (see below). However, if the District's future employment development follows employment and labour force projections (and past trends which account for the effect of G-Park and recent recession impacts) the existing quantity of land available is likely to be able to accommodate expected levels of growth. In this regard development responding to the District's excellent position on the strategic road network needs to be considered with care. A strategy which moves away from a further significant element of development in the distribution and warehousing sectors is not only likely to require a lower level of land take but should also help to close the gap in job density.

4.56 Therefore the Council has adopted a modified 'minimum' past-trends based approach to provide for new and redeveloped land to ensure the regeneration ambitions of the District (particularly the need to increase job density) are not restricted and that overall sustainable development is delivered. In terms of sustainable development considerations, a 'higher end' past-trends approach would require the District to identify significant proportions of land up front if the full plan period was catered for; resulting in the need for the release of primarily Green Belt sites at the start of the plan period. The adopted approach results in the District seeking to provide a minimum of 88ha of new and redeveloped employment land (primarily for non-town centre B class uses, but with flexibility for other employment uses where appropriate - approximately 4ha per annum as a minimum) focusing efforts upon exploiting currently available opportunities at the key employment locations of Kingwood Lakeside, Towers Business Park and the A5 Corridor (see Employment Land Availability Assessment 2012 for full account of updated past trends approach). There is likely to be further supply coming forward via the redevelopment of appropriate sites not yet identified over the plan period which the Council will support (and potentially via sites currently identified as not presently 'available'). The uptake and ongoing supply of land will be reviewed annually via the Employment Land Availability Assessment update, to coincide with SHLAA reviews.

4.0 DISTRICT WIDE OBJECTIVES

- 4.57** However, there is also a need to ensure that not just the right amount, but the right type of employment land in the right locations is made available to help achieve the desired transition of the local economy from traditional manufacturing based employment towards more professional services and high-tech manufacturing/ research and development. Quality employment land is needed to meet the needs of modern businesses and industries.
- 4.58** The Cannock Chase District Employment Land Availability Assessment (2012) identifies some 91ha of available employment land, of which about 34ha has been completed in the first six years of the plan period, making 57ha available at April 2012. The amount of land available is therefore broadly in line with the 88ha minimum figure. Much of this identified provision is concentrated around the key new employment sites of Kingswood Lakeside (Cannock) and Towers Business Park (Rugeley). The 'A5 corridor' is the next most significant concentration of available employment land, and is constituted of largely redeveloped sites. The Existing Employment Areas Assessment (2011) identifies Kingswood Lakeside and Towers Business Park as the key, highest quality sites in the District by virtue of their environmental quality, location, availability of modern premises and land, and other factors. The A5 corridor is also identified as an important employment location, albeit a more mixed use environment. In terms of wider recognition, the GBSLEP has provisionally identified the A5/M6 Toll corridor as a 'Growth Corridor'. The SSLEP similarly informally identify the M6/M6 Toll as a growth corridor and identify Kingswood Lakeside as a key site in the wider LEP context. It is considered that these main areas offer the most potential in terms of accommodating important high profile investors (e.g. Amazon at Towers Business Park) and being able to cater for a more diversified employment profile in the future i.e. more high quality locations with space for bespoke new developments to help attract knowledge-based targeted sectors, such as high tech manufacturing industries.
- 4.59** The 88ha of provision is identified as a minimum to cater for further growth and market demand at existing sites, where this supports overall sustainable development as per all other Core Strategy policies. Demand and further growth is likely to come forward in the form of selective redevelopments of existing sites (both major and minor in scale). The Existing Employment Areas Assessment (2011) sets out the current quality of the District's employment areas, identifying their relative attractiveness and potential for further redevelopment. This assessment highlights that the District's employment areas are all still generally performing important economic roles in terms of providing a mixture of land and premises for a range of users. Whilst there are quality issues to be addressed, and elements of these areas may be appropriate for non-employment use (as also outlined in the SHLAA) the comprehensive loss of these employment locations is not considered appropriate at present. Areas of lower quality also remain important for retaining and attracting employers (particularly locally based) and the potential for their diversification or improvement should be assessed where non-employment uses are proposed.

4.60 However, it is noted that some of the District's existing employment locations may inevitably not represent the most appropriate ones for attracting and accommodating the projected/targeted future growth sectors and high profile investors in the longer term i.e. they are not all high quality locations and the required level of investment or reconfiguring to be considered as such may be unviable. Whilst some employment areas within the District will also be able to attract and accommodate such users by virtue of their existing portfolio and environment they are relatively constrained in terms of new expansion opportunities e.g. Keys Park. As a result there is a need to consider both the protection of viable existing employment areas as far as practicable whilst having regard to the potential future changing nature of employment land requirements, so as to ensure a buoyant and diversified local economy.

4.61 For longer term provision of land, the Employment Land Study Stage 2 (2009) identified six additional sites where there is known interest for further employment land in order to assess their potential suitability and marketability (however, two of these have since come forward- the Former Local Plan C7 site and Cannock Wood Industrial Estate). Given the nature of the District these are primarily Green Belt sites. The most appropriate locations are identified as being careful expansions of Kingswood Lakeside (particularly given the sites' high quality character). Given that new sites within the District are likely to only be available by release of Green Belt land there is also a need to project needs beyond the plan period to ensure longevity of Green Belt boundaries. As a result the employment location of Kingswood Lakeside is identified as an option for longer-term expansion (to the north-east/east) within the plan period should it be required or beyond the plan period if not. The need for the release of this site will be monitored against demands for both the quantity and quality land. The site-specific safeguarding or release of Green Belt land at Kingswood Lakeside will be considered further in the Local Plan (Part 2) alongside policy mechanisms for its release.

4.62 As outlined above, the regeneration of the town centres will also assist in providing for offices as well as catering for a broader range of sectors by accommodating retail-led employment growth and complementary services e.g. the night-time economy (see Objective 6). It is recognised that complimentary 'non-B class' operations may be located within existing employment areas as part of mixed use areas and this will continue to be supported where appropriate. More widely, areas in the south of the District such as the former Grove Colliery (more recently a landfill operation that has now ceased) and still operational Poplars Landfill offer a longer-term opportunity in terms of the restoration of landscapes, which may be able to provide complementary recreation, leisure and tourism focused activities. However, any schemes in proximity to an international biodiversity site (e.g. Grove Colliery near the Cannock Extension Canal) will need to be subject to Appropriate Assessment (see Objective 7).



WHEELHOUSE ROAD, TOWERS BUSINESS PARK

4.0 DISTRICT WIDE OBJECTIVES

4.63 To encourage a vibrant local economy and workforce our priorities are therefore as follows:

- To maximise the strategic location of the District and provide a continuous supply of good quality accessible employment land to attract more new businesses.
- To help support improvements in workforce skills, a broader economic base and training opportunities to enhance local recruitment.
- To provide for the employment needs of existing local businesses.
- To facilitate a range of sizes and types of employment sites to meet modern business needs.
- To provide employment opportunities in locations which best respond to market demands and which will attract inward investment (ensuring consistency with other sustainable development principles of the Local Plan).
- To ensure that business locations and centres are accessible by public transport from all areas of the District, reducing travel needs where possible.
- To ensure the land based economies of the District, including agriculture and forestry, can continue to operate, diversify and prosper.
- To enable the growth of sustainable tourism balanced with the protection of the AONB and the District's two SACs.

4.64 How will we make sure that this happens?

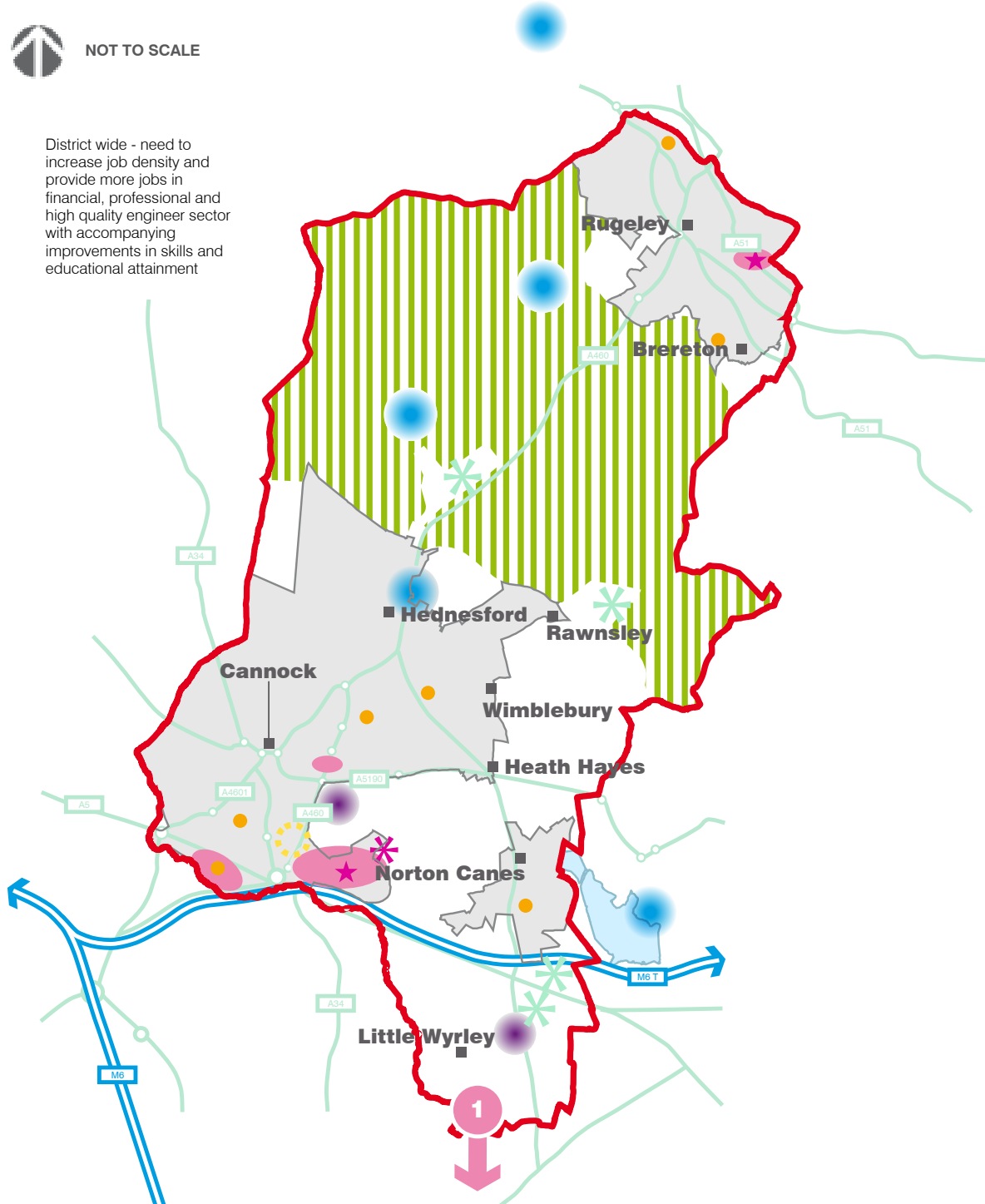
The following key measures will help deliver objective 4:

- Applying policies CP1 Strategy, CP3 Chase Shaping - Design, CP5 Social Inclusion and Healthy Living, CP8 Employment Land, CP9 A Balanced Economy, CP10 Sustainable Transport, CP11 Centres Hierarchy and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Physical and Social and Community Infrastructure identified in the Infrastructure Delivery Plan;
- Delivery of other strategies, such as forthcoming Local Enterprise Partnership Strategies and the Staffordshire School Organisation Plan;
- Proactive involvement in the Local Enterprise Partnerships to promote funding bids for infrastructure funding.
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective.



NOT TO SCALE

District wide - need to increase job density and provide more jobs in financial, professional and high quality engineer sector with accompanying improvements in skills and educational attainment



Encourage a vibrant local economy and workforce

FIGURE 4.4

- District boundary
- Built-up area
- Cannock Chase AONB
- Main areas of available employment land
- ✱ Location of suitable new longer term employment land
- Potential inter-modal logistics location
- Tourism - visitor centres
- ★ Strategic high quality employment areas
- Existing main employment areas (non-Green Belt)
- ✱ Existing Green Belt employment areas
- Restoration and potential complementary recreation/tourism opportunities
- 1 Reduce high levels of out commuting

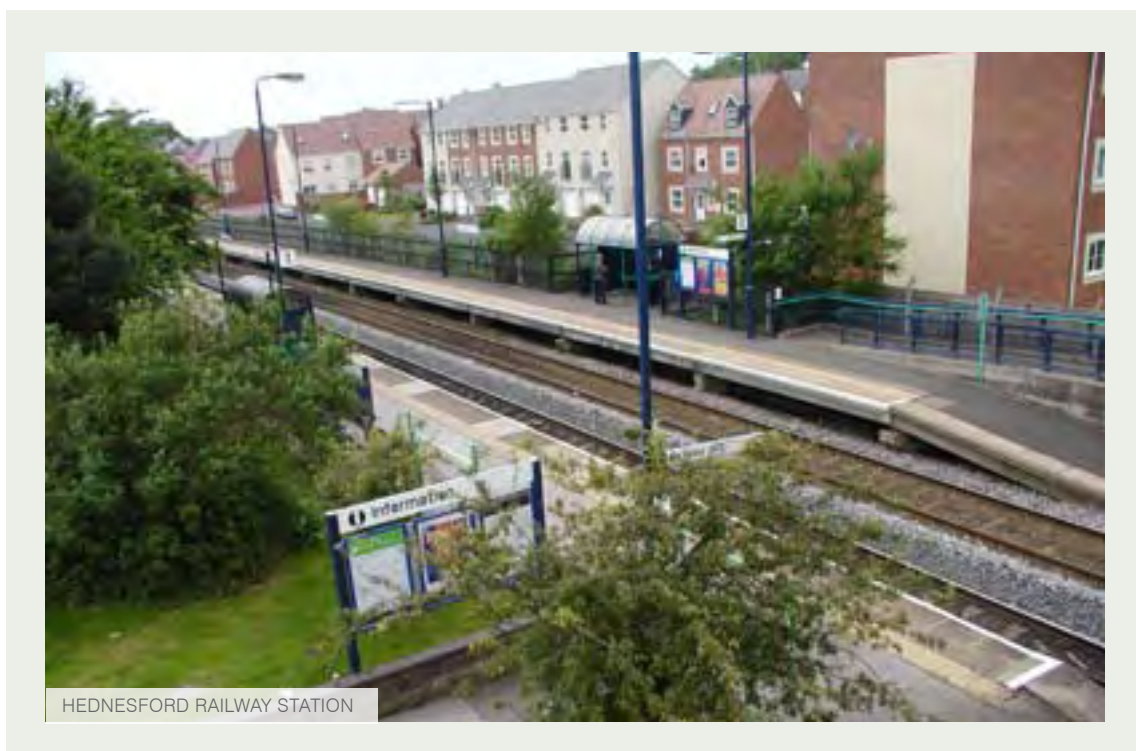
4.0 DISTRICT WIDE OBJECTIVES

Objective 5 - Encourage sustainable transport infrastructure

- 4.65** The environmental, health and financial consequences of planning for unrestricted traffic growth on a 'predict and provide basis', is no longer acceptable. It is necessary to manage demand and develop transport policies that are sustainable. Transport policies help deliver sustainable development but are also important in contributing to economic and social prosperity and health objectives, such as addressing respiratory diseases linked to air pollution. Local transport objectives must therefore be met within the overall principles of environmental sustainability. Reducing dependence on the car and promoting attractive and realistic alternatives, including public transport, walking and cycling are therefore priority objectives, together with reducing the need to travel. This approach will also need to encourage new initiatives such as home working with the advent of improved broadband facilities, to the provision of charging plug-in facilities and other ultra-low emission vehicles. The shift in emphasis from road construction to traffic and demand management and making best use of existing infrastructure will continue, particularly in an environment of limited funding for new transport infrastructure investment.
- 4.66** The Local Plan therefore has a significant transportation role to play in determining the location of new development, encouraging the use of sustainable transport and helping the co-ordination of local transport investment priorities. Important measures include locating major travel generators in town and district centres and ensuring that day-to-day facilities are located in local centres, in walking distance from properties. New housing can be located within existing urban development areas and planned at increased density at sites with good public transport access. The Local Plan should ensure that employment, shopping, leisure, education, health and service developments offer realistic access by public transport, walking and cycling, taking into account the needs of all sections of the community.
- 4.67** The third Staffordshire Local Transport Plan (LTP) 2011-2026, is the key document for setting transport policy and delivering investment in Cannock Chase District. Contained within the LTP is the Cannock Chase District Integrated Transport Strategy, containing a District Profile, Transport Achievements, Transport Challenges and future proposals. With regards to the latter, the short term focus will be on delivering 20mph zones; Clear Streets initiatives, travel plans, maintenance and community liaison priorities; Chase Line rail improvements; Hednesford Town Centre regeneration; Pye Green Valley Local Transport Package; Rugeley Town Centre. Longer term projects to 2026 include developing a Norton Canes Local Transport Package and further work related to the Rugeley Town Centre. The Cannock Chase Integrated Transport Strategy will be reviewed annually.

4.68 In 2009 Staffordshire County Council prepared a transport impact study and detailed site assessment for the largest potential site options coming forward in the Local Plan. The Highways Agency also commissioned a traffic modelling study in 2009, for the Strategic Road Network in Cannock and focused on the Churchbridge junction, M6Toll/A5/A460/A34, again assessing the largest potential site options coming forward in the Plan. Whilst all potential development scenarios can be addressed, the main infrastructure implication arising within Cannock Chase District is the need for improved traffic flow at the Churchbridge junction. Significant land-use allocations will need to be based on firm and credible technical transportation evidence and demonstrate that they would not have an adverse impact on traffic flows at this important interchange. The section of the A5T from Churchbridge to Longford Island, A4601, has also been designated as an Air Quality Management Area (AQMA) due to air pollution. The need to achieve free flowing traffic is also important in the context of improving air quality at this location and the proposed Highways Agency solution based on changes to the Churchbridge Island and the North Street/A5 junction, Bridgtown, should help to address this.

4.69 Upgrading the Walsall - Rugeley, Chase Line railway is included in the Staffordshire LTP, Network Rail's West Midlands Route Utilisation Strategy (RUS) and the West Midlands Rail Development Plan. Some improvements to Chase Line stations including CCTV, new shelters and real time information were carried out in 2010 under the Department of Transport's (DfT) National Station Improvement Programme (NSIP). A £79m resignalling scheme is currently being progressed for completion in 2013, and in late 2011 the Government approved a £5.4m linespeed upgrade. In July 2012, the Government announced approval of the £30m Walsall-Rugeley electrification scheme, to be implemented between 2014-19. The Cannock Town Centre, Office Study, 2009, has already identified that the lack of facilities at Cannock station is one of the factors that have held back the town centre as a sub-regional location to attract new office development.



HEDNESFORD RAILWAY STATION

4.0 DISTRICT WIDE OBJECTIVES

- 4.70** In December 2010, the District suffered a 50% reduction in off-peak weekday rail services to the conurbation, due to funding cuts by the DfT and two morning peak time services to Birmingham were withdrawn. The Council in partnership with Staffordshire County Council and Centro, is currently provide funding for three years, to restore some of the withdrawn services based on retaining weekday evening services to Rugeley and enhanced Saturday services. The Government have indicated major changes in future transport governance and potential devolution of local transport powers to new local transport bodies, which will be based on LEP geography with LTA and Centro involvement.
- 4.71** The Sustainable Community Strategy 2008-20 recognises the importance of encouraging the use of public transport improvements and reducing reliance on the car, being ranked 10th out of 22 Quality of Life indicators.
- 4.72** Other opportunities for improvements in sustainable transport include giving priority to pedestrians over traffic and providing additional spaces in town centres for cyclists, pedestrians and public transport. The Local Plan will also protect sites and routes that may be needed to widen future passenger and freight transport options over the Plan period. The Council has control over the majority of public car parks in the district and can control and influence parking policies, through setting local parking standards. The core public transport network is identified in Figure 4.5A.

4.73 To encourage sustainable transport infrastructure our priorities are therefore as follows:

- To implement a sustainable and integrated transport strategy that includes the continued development of the core strategic network.
- To reduce reliance on private cars for local journeys where possible, through spatial development choices and well designed layout of communities.
- To locate development in areas accessible by public transport, cycling and walking as well as reducing the need to travel.
- To achieve improvements to public transport, walking and cycling, including access for all sections of the community to work, shopping, health, education, leisure, valued environments and other facilities.
- To secure the continued development of the Chase Line rail services and infrastructure as the preferred means of transport to Walsall and Birmingham, in the existing and post 2015 franchise.
- To support the safe and efficient use of the highway network through traffic management schemes determined by local need.
- To support the construction of new roads only as a last resort and where they are related to environmental enhancement, public transport or road safety.
- To support sustainable freight distribution by road, rail and water.
- To safeguard land from prejudicial development required for new sustainable transport proposals, including road, rail, and water.

4.74 How will we make sure that this happens?

The following key measures will help deliver Objective 5:

- Applying policies CP3 Chase Shaping - Design, CP5 Social Inclusion and Healthy Living, CP11 Centres Hierarchy, CP10 Sustainable Transport and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Provide appropriate physical infrastructure identified in the Infrastructure Delivery Plan as resources permit and in partnership with developers, public transport operators, the transport authority, ITA, LEPs and other bodies;
- Delivery of other strategies, such as the Local Transport Plan and the West Midlands Region Rail Development Plan ;
- Proactive involvement in the Local Enterprise Partnerships to promote funding bids for infrastructure funding.
- Preparing Supplementary Planning Documents and the Community Infrastructure Levy charging schedule to identify funding to deliver the key policy areas related to this objective.

4.0 DISTRICT WIDE OBJECTIVES

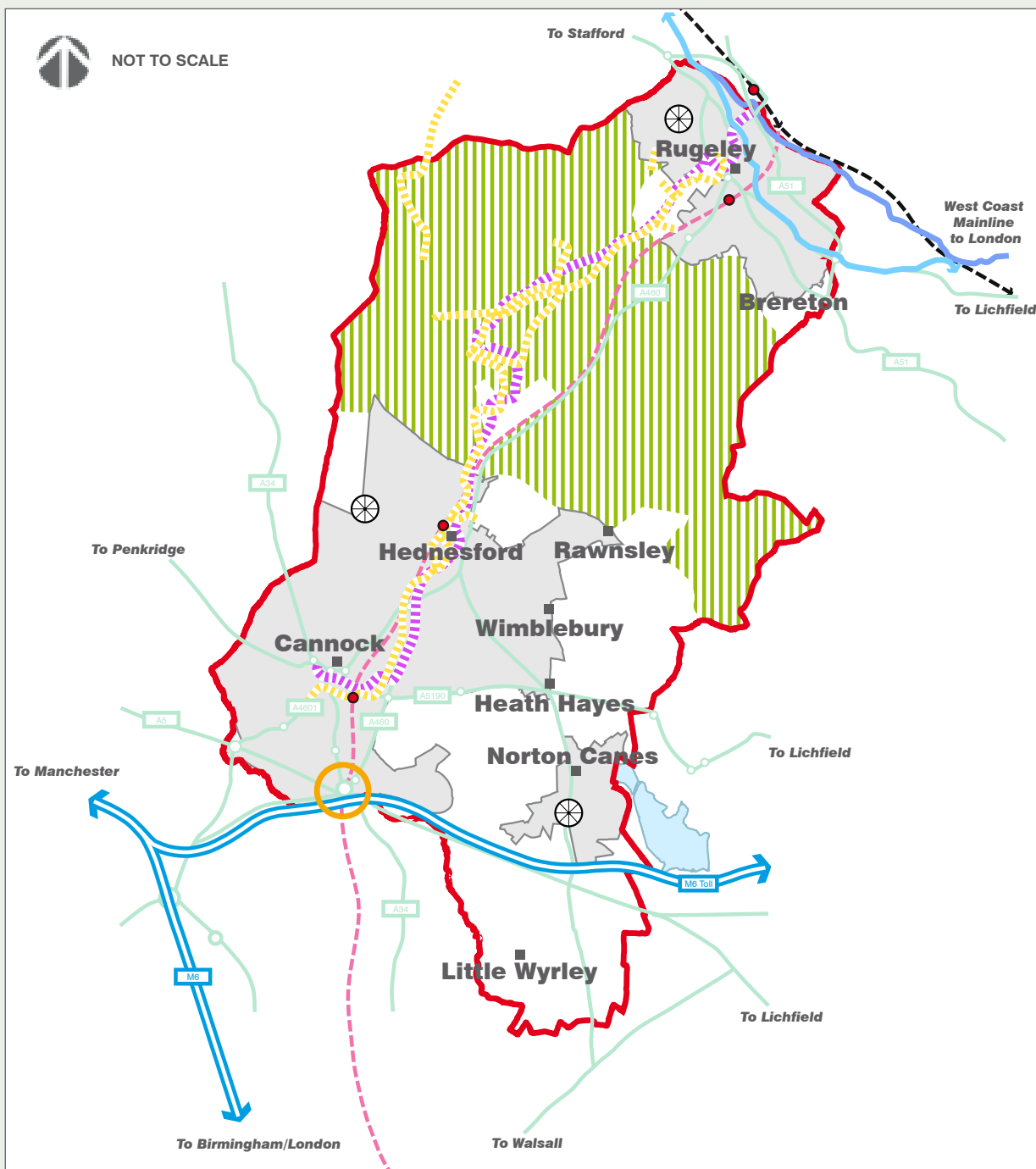


FIGURE 4.5

Sustainable transport infrastructure

- District boundary
- Built-up area
- Cannock Chase AONB
- Railway line
- Committed railway route electrification
- Railway stations
- 'A' Roads
- Motorways
- Heritage Trail
- Current Sustrans Cycle Route
- Churchbridge Junction improvements
- ⊗ Transport packages
- Trent and Mersey Canal
- River Trent

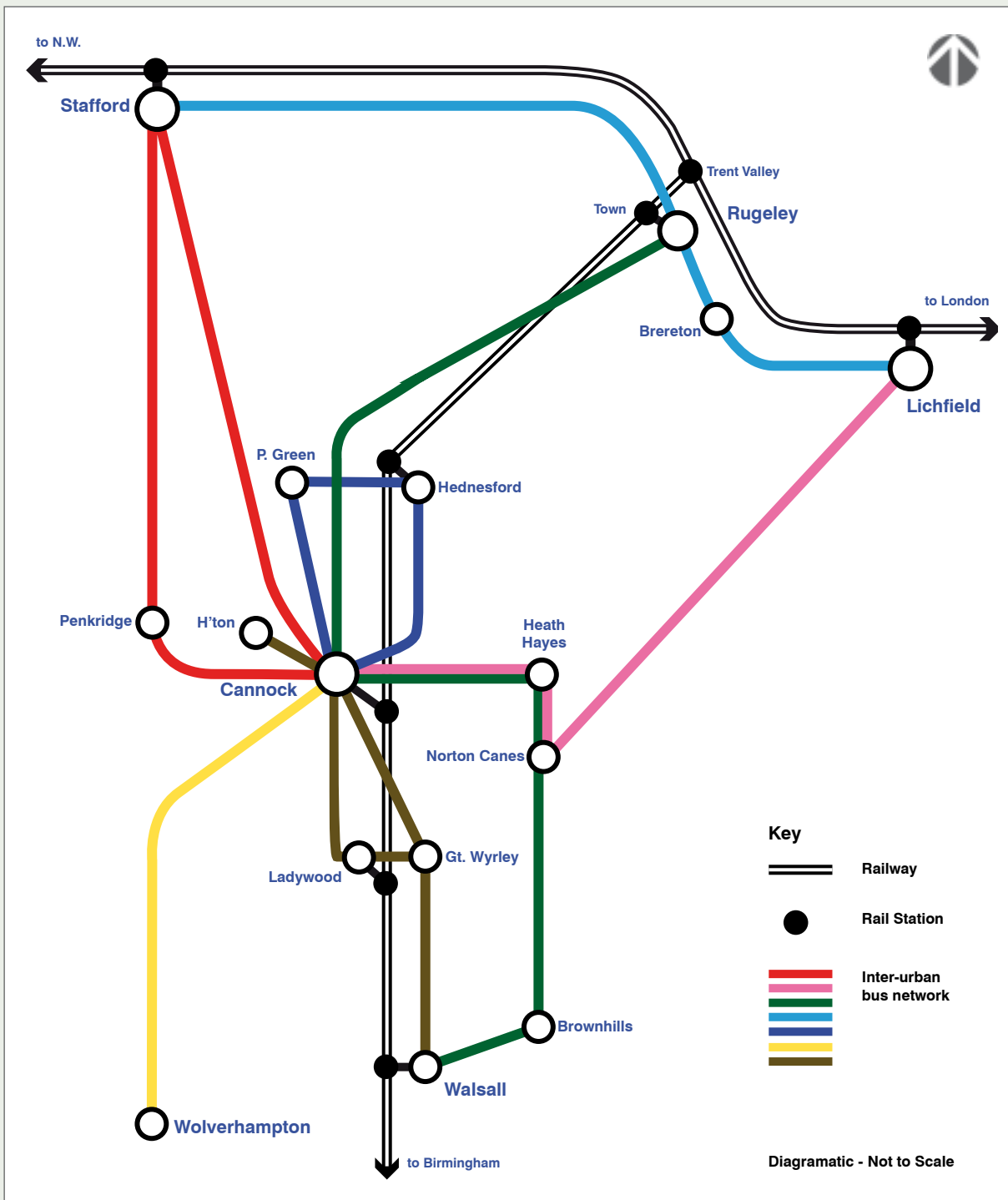


FIGURE 4.5A

Core public transport network

4.0 DISTRICT WIDE OBJECTIVES

Objective 6 - Create attractive town centres

- 4.75** In terms of the overall shopping hierarchy within the District there are significant differences in terms of role, function and size of the three main centres, Cannock, Rugeley and Hednesford. Cannock has approximately 78% more floor space than Rugeley and is about 5 1/2 times the size of Hednesford. At 2009, Cannock had grown proportionately within the hierarchy since 2005 when it had about 60% more floor space than Rugeley and was about four times the size of Hednesford. Cannock is therefore the dominant centre, followed by Rugeley and then Hednesford. However, the inter-relationships between the three centres are more complex given the geographical separation created by Cannock Chase. This means that Rugeley tends to compete directly with both Stafford and Lichfield, whereas Cannock's sphere of influence is affected by the sub-regional centres of Walsall, Wolverhampton and, to some extent, Telford. Hednesford's location suggests that it competes directly with Cannock, which is only 3km to the south.
- 4.76** Within the hierarchy, both Cannock and Rugeley provide a similar function in the north and the south of the District. Hednesford serves a much more limited retail role in the District and its current 'convenience goods' role means it is predominantly a 'top-up' shopping destination reflecting the scale of existing provision. The Council has approved the Victoria Shopping Park, Hednesford, for a Tesco superstore and store restaurant, recently completed, with a net sales area of 4,811sqm and 640 car parking spaces. The Chase Gateway retail development at the other end Market Street, now comprising a terrace of units extending to 3,384sqm together with a community/assembly and leisure/institutional facility of 929sqm above the retail terrace is included, together with replacement bus facilities. The regeneration of Hednesford Town Centre is based on a strategy adopted in 2002 involving three key sites to form a centre for convenience retailing and local services.
- 4.77** Mixed-use schemes are being developed as part of the expansion plans of all three centres, with levels of new convenience and comparison provision to be informed by the 2009 Retail Study and 2012 update. The levels of proposed growth and their type are set out in Policy CP11. The focus for Cannock town centre is comparison goods growth whilst the focus for Hednesford and Rugeley is a mix of comparison and convenience goods provision to help strengthen their roles.
- 4.78** The District Retail Study 2009 indicated that Rugeley's market share for convenience goods was 68%. The earlier Rugeley Retail Study 2005 demonstrated that the town centre's market share for convenience goods had dropped from 70% to 63% between 1997 and 2001 and that it was in need of regeneration and new retail development. The RSS identifies the town as a 'Local Regeneration Area'. The Rugeley Area Action Plan therefore seeks to address these issues in more detail to ensure the town centres' position is strengthened.

4.79 The updated Employment Land Projections (NLP, 2012) suggest that a minimum of around 10,000sqm of additional town centre office space may need to be accommodated to assist diversification of the local economy (based upon current job forecasts). In line with the RSS Phase 2 Revision targets (since adopted by the Black Country authorities) the Council will enable delivery of up to 30,000sqm of additional office floorspace in and around Cannock town centre (or the District's other town centres, as appropriate). The Offices Study 2012 assesses opportunities for potential office development sites within the District's town centres, including sites that can now be considered 'town centre' within the extended town centre boundaries. The study highlights theoretical capacity for future developments; however it also notes the potential constraints including site availability for offices based upon site suitability, development viability and competing higher value uses. A key consideration is that traditionally Cannock town centre has had a low profile as an office centre for a number of reasons (such as the location of its railway station and its image compared with competing, more attractive centres) with Rugeley and Hednesford being further subservient in the hierarchy (experiencing similar issues to Cannock).

4.80 However, the Local Plan promotes a number of measures which will help serve to address such issues e.g. the improvements to the retail offer of the town centres. These could help contribute to increased demand for town centre office developments going into the future and site availability within the town centres will be monitored accordingly (via the annual Employment Land Availability Assessment). However, whilst issues of suitability and viability within the town centres remain there is a need to consider the wider regeneration ambitions of the District and ensure that opportunities for investment are not lost due to lack of site availability within town centres. Out of town sites will therefore be considered via the sequential test on a case by case basis in line with national and local policy criteria (see Policies CP8 and CP11).

4.81 The potential for leisure uses in the town centres is mixed. Cannock, as a strategic centre, contains the District's main theatre and cinema, and the edge of the town centre would be an appropriate location for new indoor leisure facilities. A new cinema and ten-pin bowling facility is being advanced as part of a mixed use leisure development proposal at Avon Plaza, Walsall Road, Cannock. Rugeley and Hednesford do not have the commercial attractiveness for facilities on this scale so appropriate public transport links to Cannock are important.

4.82 The three town centres of the District are complemented by a district centre at Hawks Green and a number of other local centres at Norton Canes, Heath Hayes, Chadsmoor, Bridgtown, Etchinghill and Brereton, largely serving local convenience needs. For smaller centres around the District the opportunity to diversify the economic base and provide alternatives to retail development have helped support additional investment and reduce overall vacancy rates.

4.0 DISTRICT WIDE OBJECTIVES

4.83 To create attractive town centres our priorities are therefore as follows:

- To ensure town centres maintain their positions within the retail hierarchy.
- To support growth of shops, offices, business, leisure, arts, cultural and tourism in town centres improving access to employment in order to achieve town centres with good vitality and viability.

4.84 How will we make sure that this happens?

The following key measures will help deliver Objective 6:

- Applying policies CP1 Strategy, CP3 Chase Shaping - Design, CP11 Centres Hierarchy, CP15 Historic Environment and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8 and in national planning guidance;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Physical, Green and Social, Transport and Community Infrastructure identified in the Infrastructure Delivery Plan;
- Preparing a Town Centre Area Action Plan for Rugeley;
- Delivery of regeneration strategies for Cannock and Hednesford;
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective.



NOT TO SCALE

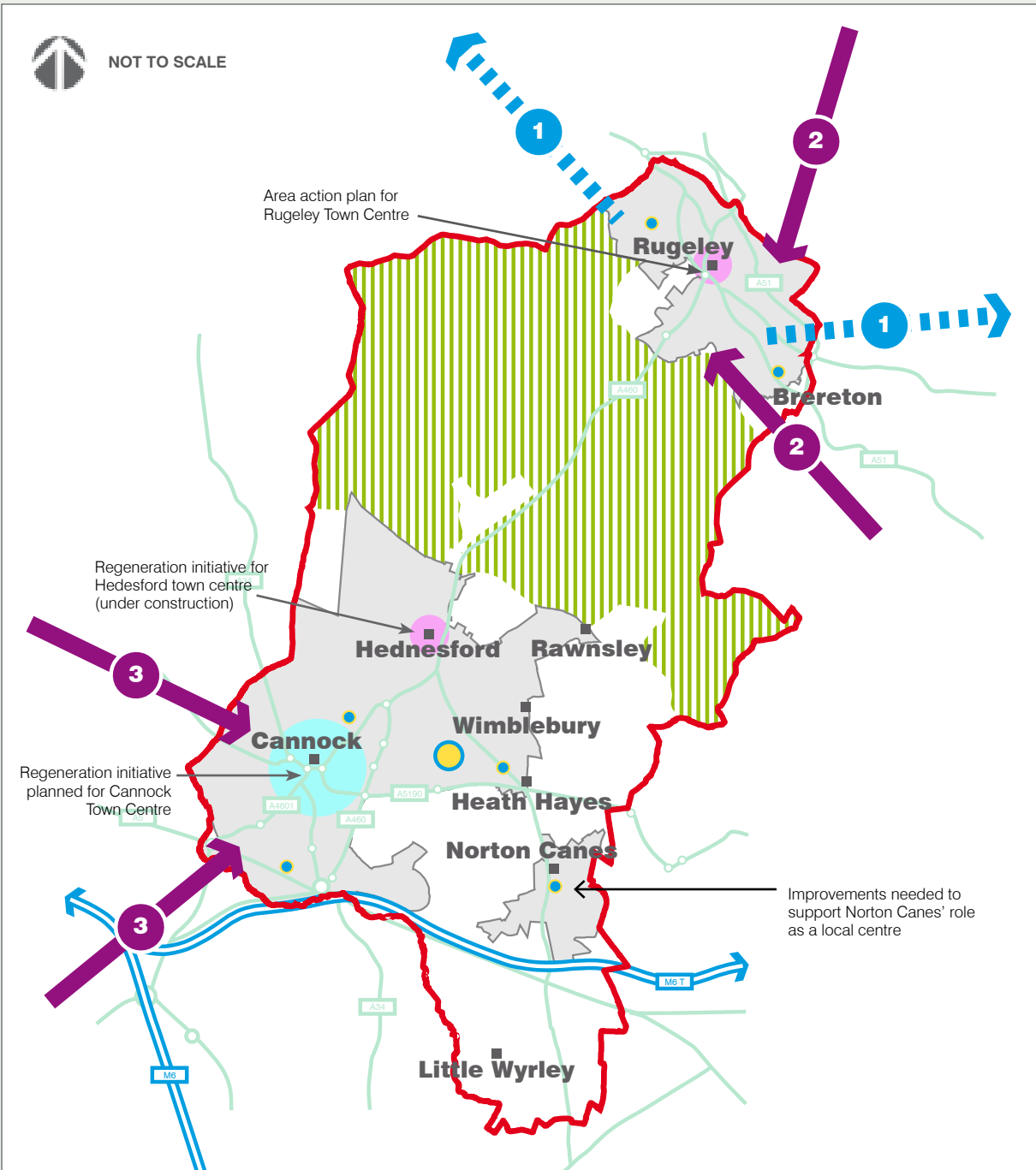


FIGURE 4.6

Create attractive town centres

— District boundary

□ Built-up area

▨ Cannock Chase AONB

● Sub-Regional Centre

● Town Centre

● District Centre

● Local Centre

1 Loss of trade from Rugeley Town Centre to Stafford and Lichfield - Address via Rugeley Town Centre Area Action Plan

2 Rugeley Town Centre hinterland extending to Stafford Borough and Lichfield District Villages

3 Cannock Town Centre hinterland extending to South Staffordshire District Villages

4.0 DISTRICT WIDE OBJECTIVES

Objective 7 - Provide well managed and appreciated environments

- 4.85** Cannock Chase District is rich in natural and historic environment assets which are recognised from national to local level. These assets play a key role in providing the District with a distinctive local character, supporting ecological diversity, offering important recreation, educational, health and climate change opportunities and providing a sound basis for regeneration. Given that 60% of the District is Green Belt, over 30% is designated an Area of Outstanding Natural Beauty and large parts are recognised as being of ecological importance, green infrastructure is clearly crucial to the District's future sustainable development.
- 4.86** Whilst many ecological sites across the District from local wildlife sites/nature reserves such as Mill Green to international/national sites within the AONB are appropriately managed to conserve and enhance them, recent assessments suggest that parts of the SSSI sites are in 'unfavourable' condition (although these are recorded as 'recovering', demonstrating positive progress) and some local wildlife sites have declined in quality without appropriate management. The popularity of key natural assets, particularly the Chase, combined with the deficiency in alternative recreation spaces in some localities is creating increasing pressure upon ecologically sensitive sites. Yet whilst the impact of recreation and development are important other factors such as need for appropriate management and stewardship also require attention. The impact of climate change on wildlife must also be taken into account and more robust habitats will be needed to help ensure species can adapt (see Objective 8).
- 4.87** Some sites within and adjacent to the District are protected internationally by virtue of their ecological characteristics. In order to ensure these sites are protected from harm any planning application with a potential significant effect on them will need to be determined in accordance with the Conservation of Habitats and Species Regulations. Screening of potential impacts arising from development proposed in the Local Plan concluded that the Cannock Chase SAC could experience significant effects.
- 4.88** Therefore Cannock Chase Council has worked jointly with Staffordshire County Council and other authorities including, Lichfield District Council, South Staffordshire District Council and Stafford Borough Council on Appropriate Assessment in relation to Cannock Chase SAC (as per the Habitats Directive 92/43/EEC). The Appropriate Assessment highlights the likely increase in pressures as a result of population growth in the District (including potential increases in road traffic air pollution) and the need to provide additional recreation spaces together with other mitigation measures such as positive habitat and visitor management. There are, however, unlikely to be any significant impacts arising from increased water use and abstraction in this District, though this is an issue for some neighbouring authorities. An updated one year visitor survey took place from September 2010-summer 2011 using a number of recommended survey methods. The analysis and recommendations in the report will form the basis for continuing discussions between the partners on development of a Mitigation and Implementation Strategy. A 15Km zone of influence from the SAC boundaries has been identified in the evidence base and agreed by Natural England. Cannock Chase District lies completely within this. Through implementation of the final Local Plan policies, supported by relevant Supplementary Planning Documents, suitable mitigation measures will be put in place which may include the delivery of Suitable Alternative Natural Green Space (SANGS) to overcome possible adverse effects on the integrity of the SAC and the need to encourage sustainable travel to support a reduction in nitrogen emissions.

4.89 The Habitat Regulations Assessment of the Local Plan makes recommendations with regard to Cannock Chase SAC with which the Council will aim to comply:

- Require air quality modelling for new housing which adds to the traffic use on roads within 200m of the SAC
- Encourage application of the Code for Sustainable Homes Level 6 standards within larger housing developments to help reduce air pollution
- Update the 2009 Air Quality Updating and Screening Assessment to produce an Air Quality Strategy for the District covering potential impacts on biodiversity (including impacts on European sites) and on human health
- Aim to site new developments in locations where commuting distances will be minimised with existing strong public transport links, walking and cycling opportunities (as recognised in Objective 5)
- Aim to maximise provision of on-site facilities for major developments in order to reduce the need to travel, an approach already taken within the adopted Development Brief for Land to the West of Pye Green Road
- Seek submission of Travel Plans for all new developments to show how public transport, walking and cycling opportunities will be maximised. S106 agreements may also be required in order for developers to assist in achieving air pollution reduction for their development, including a commitment to monitor its impact
- Consider traffic calming and reduction in car parking as part of the management of the SAC to reduce pressure on sensitive areas
- Avoid new housing development within 400m of SAC
- Aim to increase size of heathland and improve connectivity between different blocks with appropriate management practices and review of track, path and firebreak systems
- Aim to carry out a public consultation, education, awareness and information programme
- Seek to provide SANGS, including in locations around the SAC minimum size 30ha, in accordance with Natural England SANGS quality guidance
- Aim to undertake a biological, habitat condition and visitor monitoring programme.

4.90 The Cannock Extension Canal SAC Appropriate Assessment Stage 1 screening process concluded that there are no likely significant effects on it arising from growth in the District, but it did highlight the site's sensitivity to any developments directly increasing usage of the Canal. Investigations carried out in response to the Habitat Regulation Assessment (HRA) of the RSS Phase 2 Revision 2007 found existing pollution was not primarily related to highway drainage and there was no requirement for further assessment. Plans for the restoration of the Hatherton Branch Canal have produced an amended alignment which avoids it connecting into the Cannock Extension Canal. The Hatherton Branch Canal restoration proposal will need to demonstrate to the satisfaction of the key infrastructure stakeholders, that an adequate water supply can be provided to support its use as well as preventing additional boat movements along the Cannock Extension Canal SAC. This will be determined in consultation with the relevant expert bodies including Natural England and the Environment Agency.

4.0 DISTRICT WIDE OBJECTIVES

- 4.91** The importance of conserving and enhancing landscape character is reinforced by the European Landscape Convention 2000. In general terms the District is within the Triassic Sandstone Midlands Plateau covered by lowland heath. The local level Landscape Character Assessment provides more detailed analysis of the different landscape character areas outside the AONB, recognising their natural and cultural values and highlighting areas in need of conservation, strengthening and enhancement. The AONB is central to the District's landscape character, covering key international ecological designations and national historic designations. The AONB Management Plan 2009-2014 and supporting evidence set out key issues and objectives for landscape character in and around its area which the Local Plan must support. These include addressing local issues associated with horsiculture and the impact of this land use upon the AONB fringes in particular. Good management of horse pasture and its boundary treatments helps to conserve landscape character and avoid loss of amenity and biodiversity. Within the AONB areas of tranquillity have been identified based on physical factors, such as proximity of roads, as well as visitor perceptions. Tranquil areas tend to be dispersed around the Chase and studies show that tranquillity can be found by some people almost anywhere. Least tranquil areas tend to be around the visitor centres, and AONB management seeks to ensure that tranquil areas retain this quality.
- 4.92** In addition the landscape of the River Trent is a key cross-boundary corridor, and given the strategic nature of this watercourse and its surroundings measures to contribute to its enhancement should be supported where they come forward via programmes such as the 'On Trent' initiative.
- 4.93** The Local Plan is key to helping ensure landscape issues are addressed strategically by setting the framework for development management. The protection of the most sensitive areas, such as the AONB and other green infrastructure, from inappropriate development and the continued protection of other open spaces can help manage recreation pressures and conserve the best of the District's character. Whilst much of the rural part of the District is strictly protected from new development by Green Belt designation, proposals for extensions and replacement of existing buildings within the Green Belt are a common occurrence with a potential impact on openness and character so require careful consideration in terms of their size, appearance and mitigation for landscape impact. Development proposals need to address these issues in an appropriate way to ensure sympathy with their location, as new developments and appropriately designed alterations may not simply conserve but can also enhance character. A development ratio for what will usually be considered to constitute a 'disproportionate' addition to ground floor space, based on a review of past trends in the District, is thought helpful to achieve conformity and is included in Local Plan policy. In relation to larger scale schemes, such as accommodating renewable and low carbon energy sources within the landscape, evidence highlights the need to fully consider landscape impacts (particularly given the sensitive nature of large parts of the District's landscape), including cumulative ones. The SPD on Design will include guidance to assist with the assessment of relevant development proposals.
- 4.94** The local community at Rawnsley have identified an area of land on the edge of their settlement as of particular importance to them for its landscape quality and ecological interest warranting special protection. Consideration is being given to designate this area as Local Green Space to manage development in a way consistent with Green Belt policy, as shown on Fig 4.7. This designation will be considered further at Local Plan part 2 stage in conjunction with the review of Green Belt and Green Space Network.

4.95 Proposals for enhancement works at a landscape scale such as the Forest of Mercia and the Connecting Cannock Chase Project covering the same area as the former 'Cannock Chase-Sutton Park Biodiversity Enhancement Area' still remain priority areas for support to help improve the robustness of wildlife habitats and contribute to landscape character aims. The Councils' Urban Forestry Strategy (2008) recognises the role of trees in contributing to the overall well-being of the District and aims to enhance coverage, complementing the Forest of Mercia initiatives. In conjunction with the Staffordshire Biodiversity Partnership a local Biodiversity Opportunity Map has been produced as part of wider regional opportunity mapping, to articulate the most appropriate locations for creation and enhancement of priority habitats in accordance with the Local Biodiversity Action Plan. Opportunities to strengthen the local heathland character of the District will be supported in order to reinforce local distinctiveness.

4.96 Trees are an important part of the character and visual amenity of the District contributing to both the rural and urban scene. Mature trees and groups of trees act as a buffer against air pollution and wind noise, support wildlife and add colour and variety to the townscape, softening the impact of new development. It is therefore considered important that trees should be retained, their planting supplemented wherever possible including through developer contributions and their future well-being carefully considered in all development management.

4.97 At a local scale development schemes and other initiatives can offer the opportunity to secure enhancements in access to and linkages with local green space. A number of local and cross-boundary initiatives feed into the strategic approach and will inform individual developments. These include continuing the creation, surfacing and landscaping of footpath and cycle routes which have benefitted local residents across the District in recent years and particularly taking advantage of the numerous former mineral railway lines which thread through the area. There is scope for this to continue further with additional routes, links and connections to be made. Such routes link the urban communities within and outside the District with the characteristic open hills and heaths of the locally distinctive landscape, including Chasewater, adding to quality of life, health and sustainable travel opportunities. There are also opportunities to enhance the 'quiet lanes' in the southern part of the District with priority for cyclists and local access.

4.98 Policy to protect the locally designated Green Space Network and supporting projects to enhance it ensure that the multi-functional benefits of the District's green resources are maximised. Also that overall growth is sustainable, offering the opportunity to stimulate economic investment and growth in a high quality environment with further education, health and climate change benefits. There are particular opportunities evident in areas of multiple deprivation within the District for enhancing access to semi-natural green space from key areas of deficiency, such as the Cannock and Rugeley central urban areas, for example by improving access to and awareness of the Trent and Mersey Canal green corridor which is presently a hidden asset running close to Rugeley town centre and leading out to open countryside. Networks of green infrastructure can also be strengthened by support for green roadsides with verges, hedges and trees along main highway routes to enhance biodiversity and attractiveness and help address air quality issues where heavily trafficked roads such as the A5 pass through the District. In the rural areas ongoing management plans for key sites such as Castle Ring Scheduled Ancient Monument provide a framework for protection, enhancement and enjoyment.

4.0 DISTRICT WIDE OBJECTIVES

- 4.99** There are also some notable longer term site-specific opportunities for landscape restoration and enhancement as a result of reclamation from previous land uses, such as the quarrying and landfill operations in and around the former Grove Colliery (Rural South) or the still operational Poplars site (Cannock/Heath Hayes). However any works around the Cannock Extension Canal adjacent to the former will need to be subject to Appropriate Assessment. The Local Plan (Part 2) and further SPD guidance will take forward Local Plan policy in relation to green infrastructure at the site-level scale and in terms of opportunities for improved provision, including the Local Biodiversity Opportunity Map. There is also a wider role for the Council in promoting effective stewardship of key areas of strategic green infrastructure in conjunction with landowners. On a smaller scale priority areas for environmental enhancement exist around many of the District's older employment sites, particularly around the older green belt employment sites such as Cannock Wood Industrial Estate, with the support of landowners. Environmental enhancement can also be justified along the A5 corridor from Churchbridge to Longford Island to address amenity, air quality and climate change issues which could also serve to help promote economic investment as part of an improved overall image. In addition, the frontages of many of the District's small shopping parades would benefit from attention with landscape and street furniture enhancement, as resources permit. Guidelines for such locations will be detailed in the Design SPD.
- 4.100** The historic environment is inextricably linked with landscape character, reflecting the long legacy of industrial and rural activities in the District. The Historic Environment Character Assessment provides analysis of areas of search for housing and employment sites outside the main urban areas of Cannock and Rugeley. Nearly all these areas showed a low to moderate historic environment significance however more detailed consideration of impacts and mitigation would be required in conjunction with any development proposals. The Extensive Urban Surveys for Cannock and Rugeley play an important role in informing understanding and strategic planning in these centres.
- 4.101** National policy on the historic environment emphasises the contribution that the retention and enhancement of heritage assets can make to character and sense of place, acting as a catalyst for regeneration and stimulus for high quality design. By focusing development and regeneration around existing historic urban areas the potential for investment in them is increased and the benefits of heritage-led regeneration can be realised. In this context Rugeley and Cannock town centres, both designated Conservation Areas, have much potential and Hednesford town centre also retains much of its historic interest. The recent Chase Heritage Trail, linking the District's historic towns, demonstrates the contribution the historic environment can make to regeneration, with further potential at Rugeley and Hednesford as 'gateways' to the Chase. In addition the reuse and sympathetic adaptation of historic buildings can help achieve wider sustainability objectives, helping to conserve historic fabric and mixed sustainable land use patterns. The upgrading of buildings to meet modern day aspirations does not have to be at the expense of their historic fabric and character (see Objective 8) and appropriate design guidelines will be set out in the Design SPD. Historic farmsteads make a significant contribution to the local distinctiveness of the rural and urban fringe areas and their particular character and appearance will inform decisions on their future change.

4.102 The District's Conservation Area Appraisals highlight key elements of local character and history as well as issues in terms of enhancement and treatment of new development. Two of the District's Conservation Areas are currently considered by English Heritage to be 'at risk' of deterioration due to decay and uncontrolled unsuitable alterations. A funding scheme to assist owners of historic buildings with the cost of repairs and reinstatement in conjunction with English Heritage is therefore in progress in both these Conservation Areas, seeking to address these concerns. The District's Conservation Area Management Plans aim to provide an integrated approach to the management of future change to ensure character and appearance is preserved and enhanced and to give a clear steer to ensure future development and investment are sensitive to their context. Key development guidelines to support and enhance the character and appearance of Hednesford town centre and other parts of the District will be set out in the Design SPD.

4.103 The Council will also be proactive in creating a Local List of locally significant heritage assets. The Cannock Extension Canal and its wider setting of the former Grove Colliery with its remaining historic buildings is the main candidate with potential for designation as an additional Conservation Area, given its important landscape character, history and potential for environmental enhancement. It is hoped this will encourage consideration of how future development proposals can contribute to conservation and management objectives. Fig 4,7 highlights the strategic approach to the conservation of the environment and heritage assets and key designations are identified on the Policies Map. Local designations, including Locally Listed buildings and sites of interest highlighted in the Historic Environment Record, also contribute to the distinctive character of the area and a key feature of national policy is its holistic approach. Local records alongside the Historic Landscape Characterisation, Historic Environment Character Assessment, Historic Farmsteads Survey and Extensive Urban Surveys (the findings of which will be referenced in the Design SPD) will inform development proposals, maximising opportunities for protection and enhancement of the District's historic environment.



4.0 DISTRICT WIDE OBJECTIVES

4.104 To provide well managed and appreciated environments our priorities are therefore are as follows:

- To protect, conserve and enhance the District's natural and historic environment assets, particularly the strategic Cannock Chase Area of Outstanding Natural Beauty, via the appropriate management of development pressures and maximise opportunities for access and enjoyment..
- To conserve, expand and link natural habitats through habitat creation and improvement to ensure a robust, coherent network of sites that provides wildlife with the opportunity to prosper.
- To conserve and enhance significant elements of cultural heritage including designated sites and important elements of historic landscape character.
- To achieve new development designed to provide a high quality of built form and public realm which enhances the District's distinct natural and historic environmental assets.

4.105 How will we make sure that this happens?

The following key measures will help deliver objective 7:

- Applying policies CP1 Strategy, CP5 Social Inclusion and Healthy Living, CP12 Biodiversity and Geodiversity, CP13 Cannock Chase SAC, CP14 Landscape Character and Cannock Chase Area of Outstanding Natural Beauty, CP15 Historic Environment and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Physical and Green Infrastructure identified in the Infrastructure Delivery Plan.
- Delivery of other strategies, such as the AONB Management Plan, Staffordshire Biodiversity Action Plan and Cannock Chase Council Urban Forestry Strategy (2008)
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective.



FIGURE 4.7

Provide well managed and appreciated environments

- District boundary
- Built-up area
- Trent and Mersey Canal
- River Trent
- Cannock Chase AONB - priority for conserving and strengthening landscape character and biodiversity
- - - Strategic green links
- - - Enhance landscape character at sensitive edges
- - - Focus for historic townscape conservation and enhancements
- - - Focus for landscape and biodiversity conservation and enhancements
- - - Hatherton Canal Restoration
- Potential local green space

4.0 DISTRICT WIDE OBJECTIVES

Objective 8 - Support a greener future

- 4.106** The Local Plan must ensure that the future development of the District is sustainable in terms of how our natural resources are used. These natural resources, such as air, energy, land and water, need to be used sensitively with consideration of the effects of over-use and pollution. A fundamental part of sustainability is addressing climate change in terms of reducing inefficient resource use and ensuring the longevity of our natural resources. Climate change is an integrating theme across the Local Plan and addressing its causes and effects requires efforts across the Authority and beyond. Actions at the local level will not only contribute to national targets for carbon reduction and climate change adaptation but will ensure the District is well-placed to face the challenge. There are national legally binding targets for a minimum 34% reduction in carbon emissions by 2020 (over 1990 levels) and for 15% of energy generation to come from renewable sources by 2020. In May 2011, the Government announced a new carbon budget where a 50% carbon emissions cut, averaged across the years 2023 to 2027 (Compared with 1990 levels), would be enshrined in law. This is an extension of efforts to meet legally binding emissions cuts of 80% by 2050, and will put the UK on target for 60% cuts by 2030. The Council's policies need to help realise these national ambitions and ensure they are applicable in the local context.
- 4.107** Evidence from recent UKCP09 projections highlights the greater certainty of climate change effects within the District - rising temperatures, decrease in summer rainfall and increase in heavy rainfall events. The full implications of these changes are uncertain but there are multiple likely impacts including potentially increased flood risk in areas such as Rugeley town centre; increased pressure on water supply resources owing to higher temperatures (although supply is not expected to exceed demand); increased sensitivity of biodiversity assets; and potentially increased pressure on the agricultural economy and on residents overall owing to droughts and increased demands for cooler buildings and open, shaded spaces. There are also potential benefits, such as a boost to the tourism sector and greater agricultural productivity. However climate change will require an alteration in the built environment and how it caters for future lifestyle needs.
- 4.108** Whilst the District's per capita carbon emissions and energy consumption are below the Staffordshire and national averages, levels of domestic energy consumption per household are higher than average and current renewable energy use is low (although the District is home to a nationally significant supplier of renewable energy via co-firing of biomass at Rugeley Power Station). Energy efficiency improvements in the built environment will play a crucial part by reducing consumption and carbon emissions and zero-carbon developments are being pushed forward at the national level via building regulations. Not only must the planning system deal with new developments in this context, it must contribute as far as possible to tackling the largest source of emissions - the existing building stock. The principle of reducing demand first is set out in the carbon and energy hierarchies, the key difference being in the order of deployment of renewable/low carbon energy. The Council must ensure energy efficiency improvements are forthcoming from a range of sources, for instance reductions in water consumption also lead to a reduction in energy and carbon consumption. Keeping existing buildings in use via refurbishment can also help reduce the consumption of building materials and the generation of waste from demolition. The Council has facilitated a number of strategic housing improvement schemes, such as the recent redevelopment of the Bevan Lee and Elizabeth Road estates, and such measures will continue to be a priority.

4.109 Renewable and low carbon energy technologies will have a key role to play in achieving zero-carbon developments and helping to reduce overall carbon emissions. Evidence suggests the District could generate 5-7% of its local energy requirements from renewable sources by 2020. Opportunities to diversify the District's local energy supply in principle come from wind, biomass (incorporating appropriate elements of energy from waste from biodegradable sources) and a range of micro-generation technologies (such as solar water heating) on new and existing buildings, with the latter representing the largest potential contributor given local constraints to larger scale schemes relative to other authorities. Combined Heat and Power (including communal/district heating) is identified as a potentially viable way of distributing the renewable and low carbon energy generated in some areas. However it is recognised that new technologies continue to emerge and developments should not preclude consideration of these. Rugeley Power Station has recently been granted full planning consent for its conversion to become almost fully-fuelled by biomass (although as a national energy provider, this site does not contribute to the District's potential for generating 5-7% of its own energy from local renewable and low carbon energy sources). The Council will continue to engage positively with the site owners (recognising its contribution to the national energy network) in relation to any future proposals for it. The need for a site-specific policy for the Power Station will be kept under review and considered further in Local Plan (Part 2).

4.110 A positive approach is needed to considering locally viable renewable or low carbon technologies and to encouragement of local supply chains to ensure future targets for zero carbon development are achievable. Given the role the existing and future building stock plays, relative to other sources, development proposals will need to take a rigorous approach to assessing options to help achieve renewable energy generation and carbon reduction via on-site and potential off-site renewable/low carbon energy generation and energy efficiency measures (as currently being considered under emerging definitions of 'zero carbon' and 'allowable solutions'). This will be particularly important for larger scale and mixed use developments capable of considering site-wide solutions, such as Combined Heat and Power, and in areas of greater potential e.g. higher density and mixed use areas can support decentralised heat supply systems (particularly town centres) or a site may be located nearby a waste heat source opportunity.

4.111 Information on local renewable and low carbon energy opportunities can be used to assist the analysis of options for proposed schemes. Figure 4.8. provides an indicative, high-level picture of such potential opportunities (from 'Staffordshire County-Wide Renewable and Low Carbon Energy Study 2010'). Developments should utilise as up to date information as possible on local opportunities (e.g. the recently revised National Heat Maps) to inform their options as it is recognised that opportunities will change as technologies develop further. Supplementary Planning Documents will provide further guidance on solutions in the local context. The Council will consider further appropriate ways to assist delivery of such opportunities working in partnership with other authorities, including potential charges towards low carbon infrastructure via a Community Infrastructure Levy or Local Carbon Fund/Carbon Investment Fund (related to emerging proposals for 'allowable solutions' monies). It is recognised that policy and technology in the field of sustainable construction and zero-carbon development is rapidly evolving and the Council will seek to encourage best practice in line with such changes via Supplementary Planning Document guidance.

4.0 DISTRICT WIDE OBJECTIVES

- 4.112** Reducing emissions from transport is also a vital part of the response and by locating developments in areas well served by public transport the reliance upon private motor vehicle travel can be reduced. The strategic approach aims to support such existing infrastructure and promote the provision of enhanced services where required, particularly at sites on the urban edge (see Objective 5). In the local context, responding to the necessity to adapt to climate change means there is a particular need to consider increased flood risk and how developments might assist the strengthening of habitats and landscapes, and linkages between them, to ensure they are able to adapt and flourish. Multi-functional green infrastructure has a key role to play here, for example a managed wetland area could both manage flood risk and provide a strengthened habitat for local wildlife (see Objective 7). It can also serve to shade areas from urban heating effects, which may increase in the future.
- 4.113** There are a series of plans and objectives for the effective strategic management of water resources. The Southern Staffordshire Water Cycle Study addresses issues from water abstraction and supply to flood risk and water quality, incorporating information from a number of relevant sources (including Environment Agency Management Plans for the Humber River Basin and relevant local catchments). Key messages are that there are sufficient water resources for the level of growth proposed, however water supply and wastewater treatment infrastructure upgrades may be required in places to support proposals (although these are not a barrier to development). The adoption of Code for Sustainable Homes water conservation standards (Level 3 as a minimum) would help ensure resources are appropriately managed. In addition, early consultation by developers with South Staffordshire Water is required to ensure proposals have no adverse impact upon supply. Cannock Wastewater Treatment Works is identified as having capacity constraints which also requires early consultation on the part of developers with Severn Trent Water. Water quality enhancements are required along watercourses within the District to meet Water Framework Directive targets, particularly those related to the District's wastewater treatment. The Burntwood and Saredon Brooks, serving the southern part of the District, are assessed as having 'moderate' ecological status whilst the River Trent, serving the northern part of the District, is 'poor'. In addition, the Burntwood Brook has been assessed as having an overall low water quality in the recent past. Improvements can be achieved via better wastewater discharge treatment (through investments by the relevant water/sewage companies) and other measures to reduce diffuse pollution from individual developments through, for example, SUDs filtering polluted surface water run-off or different agricultural methods.

4.114 In relation to flooding, the Strategic Flood Risk Assessments provide a more detailed picture of risk from fluvial sources, consolidating information from a series of documents including the relevant Environment Agency Catchment Flood Management Plans. Of particular importance is the strategic River Trent corridor; however there are a series of important recommendations for the Rugeley and Cannock areas from all of these assessments. These include the need for continued and additional management of surface run-off; preservation of higher risk flood zones from inappropriate development; and transfer of flood water away from areas where it creates a problem to areas where it could bring benefits. Successful schemes in the District, such as Kingswood Lakeside, highlight how the management of flood risk can create an attractive environment with biodiversity benefits. The potential role of the District's canals in assisting in flood risk management is also highlighted. It is recognised that the River Trent represents a key river corridor along which issues of flooding and water quality are particularly relevant. In conjunction with landscape and biodiversity considerations (Policies CP12 and CP14) enhancements to this corridor should be supported where relevant. Flood risk from other sources is identified by the SFRA's and these include groundwater (there is already an existing pumping station at Cannock Wood) and canal breaches. These site-specific issues will need to be considered by developments where appropriate.

4.115 The Water Cycle Study considers further the risk from surface water flooding and is informed and complemented by issues identified through the Phase 1 and 2 Surface Water Management Plan studies (SWMP). Phase 1 of the SWMP study provided a broad assessment of the study area and identified the areas which are at greatest risk of flooding. The study identified that the settlements of Cannock, Norton Canes and Rugeley were classified as having a high overall risk of surface water flooding, highlighting particular issues such as identification of an under pressure sewer network and issues with artificial drainage. The Phase 2 SWMP investigated the District's southern watershed (covering the Cannock and Norton Canes urban areas) and concluded that within Cannock town the overall flood hazard risk was fairly limited but with some localized areas at 'significant' and 'extreme' risk across other parts of the watershed e.g. parts of the M6 Toll. The causes of flooding are multi-faceted and include overland runoff from rural areas upstream of Cannock town and from within the urban area itself; impact from the sewer network; barriers to flow from the M6 Toll; the railway and road embankments; capacity exceeding in many of the ordinary water courses; and interaction between surface water and fluvial flooding processes. Mitigation measures include clearance and maintenance of drainage routes, investigation of the potential to increase culvert sizes, installation of SUDS in all new developments and investigation of the potential for use of the Hatherton Canal to carry surface water runoff. Use of the SWMP findings in site-specific Flood Risk Assessments is also recommended. Actions to address these risks will be led and coordinated by the County Council as the Lead Local Flood Authority.

4.0 DISTRICT WIDE OBJECTIVES

4.116 The Council, as part of the wider Staffordshire and Stoke-on-Trent Joint Waste Partnership, is committed to the target of 'zero waste to landfill' by 2020 for management of municipal wastes through reductions in consumption, re-use of materials and increased recycling (as per the waste hierarchy- reduce, reuse, recycle first followed by energy recovery and then disposal as the final option). The Local Plan must support these aspirations through recognition of the importance of larger scale waste and recycling services as well promoting sustainable use of materials and recycling in individual developments during construction and as part of the overall design. The District has a number of existing waste and recycling facilities alongside suggested additional waste management and mineral extraction sites, all of which will be considered by Staffordshire County Council as part of their Minerals and Waste Local Plans. It should be noted that the representation for an EfW facility at Kingswood Lakeside, to which the District Council objected, was recently refused planning permission. The Publication Waste Local Plan does not propose self-sufficiency within individual authorities for waste streams; it will aim to manage an amount of waste equivalent to that generated within the County via a number of facilities across the area. It identifies a series of operational waste facilities within the District which form part of the County's waste infrastructure to help achieve this (but does not designate any of them as strategic sites). The Poplars site (Cannock) represents a key existing facility, serving a number of functions. The Poplars landfill offers an opportunity for a restored landscape in the medium-long term and the District Council will support appropriate measures that reduce the need for landfill operations and promote sustainable re-use of former landfill sites to assist achievement of the 'zero-waste to landfill' target and improved landscape character within the District (see Objectives 4 and 7).

4.117 The Minerals Local Plan will also consider designating Mineral Safeguarding Areas (MSAs), which will be shown on an updated Policies Map for the District. Evidence shows that the northern part of the District has sand and gravel resources whilst the southern part is considered to be an area with surface coal resources, and both have the potential to be designated as MSAs. As a result, regardless of a formal designation or not, the Council must ensure that potential resources are not unduly sterilised as a result of non-mineral developments. Two potential minerals working sites have been proposed in response to the County Council Local Plan consultations comprising of clay extraction at Poplars Landfill, Cannock and coal and clay at Yorks Bridge, Norton Canes. In order to ensure sustainable development, proposals for waste and minerals operations need to be considered in terms of their impact upon other natural and historic assets as well as the potential for pollution. It should be noted that the District Council has objected to these proposals in response to Minerals Core Strategy consultations based upon such concerns, particularly in terms of conflict with Green Belt policy; European nature conservation interests; transport and residential amenity aspects. However, the District's overall strategic approach to development allows for such sites to be considered further by the County Council in consultation with stakeholders.

4.118 There are key existing pollution issues in the District. An Air Quality Management Area (AQMA) has been designated at Bridgtown and the legacy of industrial and mining activity has resulted in the potential for areas of groundwater pollution via rising mine waters, alongside potential site-specific land contamination and ground stability issues in some areas (records suggest there are approximately 200 mine entries and other coal mining hazards). As discussed above, there are water quality issues primarily related to high nitrate levels arising from pollution from agriculture and waste water. However, air pollution from Rugeley Power Station has recently reduced as a result of investment in flue gas desulphurisation. Local Plan policies will support the reduction of pollution by requiring developments to take account of these local issues having regard to AQMA Management Plans, Coal Authority guidance on mining legacy implications, Environment Agency guidance to achieve objectives set out in the Humber River Basin Management Plan and waste management strategies. Other relevant programmes of work such as Severn Trent drainage improvements to enhance water quality will be supported. Through the implementation of the Cannock Chase SAC mitigation proposals reducing air pollution will also be a priority measure (see Objective 7). Pollution, and its effects, will be minimised via the appropriate location of new developments and the application of mitigation measures, such as appropriate sewage and drainage systems including SUDS, on-site waste management provisions and Green Travel Plans.

4.0 DISTRICT WIDE OBJECTIVES

4.119 To Support a Greener Future our priorities are therefore as follows:

- To position Cannock Chase District to face the future changes and challenges of climate change via strategic development location choices and design standards.
- To reduce carbon emissions in line with national targets.
- To ensure sustainable resource use by reducing waste, increasing recycling and safeguarding potential minerals reserves.
- To promote appropriate renewable energy and green technologies.
- To maximise flood protection and manage the effects of flooding.
- To promote sustainable construction methods/materials including 'climate proofed' developments to assist adaptation;
- To reduce pollution and its impact on local communities and the environment, particularly to contribute in achieving good status in the local waterbodies as set out in the Water Framework Directive.

4.120 How will we make sure that this happens?

The following key measures will help deliver objective 8:

- Applying policies CP3 Chase Shaping - Design, CP10 Sustainable Transport and CP16 Climate Change and Sustainable Resource Use;
- Monitoring outcomes and indicators identified in chapter 8;
- Implementing the Corporate Priority Delivery Plan;
- Ensuring provision of key Physical and Green Infrastructure identified in the Infrastructure Delivery Plan;
- Delivery of other strategies, such as the Joint Municipal Waste Strategy for Staffordshire and the Stoke-on-Trent or River Trent Catchment Flood Management Plan. Complementary activities such as the 'On Trent' Initiative will also be supported, where appropriate;
- Preparing Supplementary Planning Documents to support delivery of the key policy areas related to this objective;
- Through Development Management and other partnership working arrangements in consultation with County Council and other key partners (e.g. joint working towards achieving Water Framework Directive targets).



NOT TO SCALE

Microgeneration renewable and low carbon technologies opportunities available district wide.

Focus development in urban areas and provide new facilities/services at urban edge extensions to ensure viability of public infrastructure eg. public transport

Green infrastructure to be protected and enhanced to assist climate change mitigation and adaption

Flood risk from range of sources to be managed and reduced via development locations, SUDS and other mitigation measures

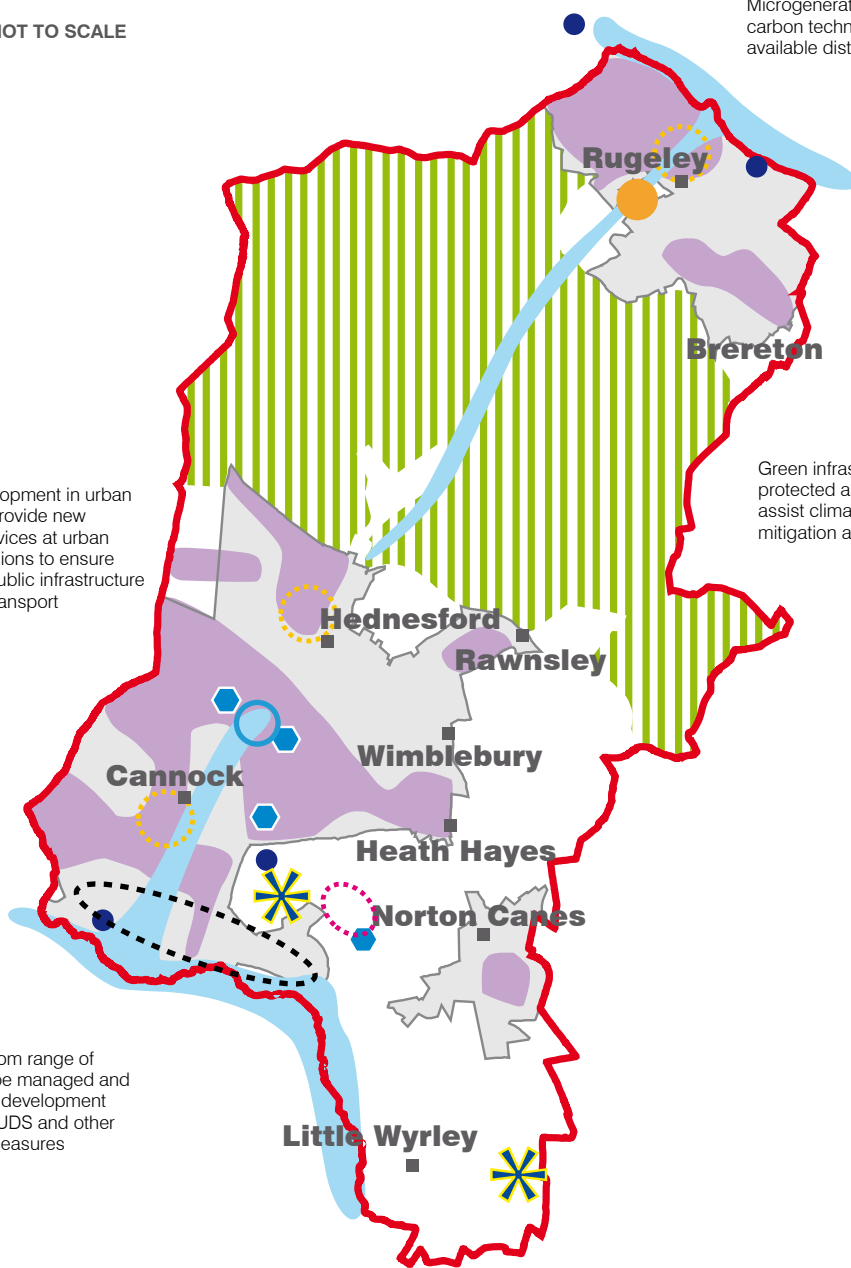


FIGURE 4.8

Support a greener future

- District boundary
- Built-up area
- Cannock Chase AONB
- Existing large scale energy and waste operations
- LSOAs with potential for District Heating (high level)
- Town centres - particular opportunities for CHP/District heating
- ⬡ Hydropower opportunities (indicative)
- Wind power opportunities (indicative)
- Broad areas of higher flood risk from rivers
- Existing flood defence/alleviation technology
- Safeguarded area for formal flood alleviation scheme
- Air quality management area to be taken into consideration
- ✱ Representations for waste and minerals operation sites to be considered further by Staffordshire County Council.

5.0 STRATEGIC APPROACH

5.0 Strategic Approach

- 5.1** The strategy to guide the distribution of development in Cannock Chase District for the plan period is expressed in policy CP1.
- 5.2** When suggesting strategy options, large parts of the District were either discounted or not prioritised as locations for directing development on the basis of their importance. In particular land in the AONB is of national importance and Green Belt land plays an important role in preserving countryside and preventing the coalescence of settlements in the sub-region. The remaining parts of the District largely comprise built up areas and fall into three groups; Rugeley and Brereton in the north, Norton Canes in the south-east and the main urban area grouped around Cannock, Hednesford and Heath Hayes, but including other settlements such as Bridgtown, Hawks Green and Wimblebury.
- 5.3** Four possible strategies were presented for consultation based around differing levels of development in the built up areas and other options were invited.
- **Option 1** - Concentrate most new development in Cannock / Hednesford / Heath Hayes to significantly strengthen the urban area's role as the district's service centre and taking account of the difficulties in finding land in Rugeley / Brereton because of Green Belt / AONB / administrative boundary constraints.
 - **Option 2** - Focus development across the existing settlements of Cannock / Hednesford / Heath Hayes, Norton Canes and Rugeley / Brereton, developing service provision to meet existing balances in housing across the District.
 - **Option 3** - At Norton Canes, take advantage of the safeguarded site (Local Plan policy C7 site) and some Green Belt to deliver significant local infrastructure improvements in shopping/ community facilities/public transport on the back of 500 – 600 new dwellings plus employment development. Distribute remaining new development between Cannock, Rugeley, Hednesford and Heath Hayes.
 - **Option 4** - Concentrate new development as significant phased urban edge expansions on one or more large available safeguarded sites including those identified through the Local Plan process to deliver significant infrastructure improvements via developer contributions.
- 5.4** The best-supported option overall was option 2, rated top by over two-thirds of respondents (68%), significantly more than the next highest-rated option (Option 1 – 37%). Option 2 also had the lowest number of negative responses (6%). The preference for Option 2 was also reflected in a series of four focus groups, who felt that it was the “fairest” approach and should help ensure that benefits were shared as well as the burden of more homes. It was generally felt to be important to focus development on brownfield sites, and to protect the countryside and green spaces from further erosion. For all the groups, erosion of the countryside and green spaces was their greatest fear. Option 2 also performed well in relation to the Sustainability Appraisal.

5.5 The Strategy is therefore:

Focus development across the existing settlements of Cannock / Hednesford / Heath Hayes, Norton Canes and Rugeley / Brereton, developing service provision to meet existing balances in housing across the District.

5.6 Its effect is to broadly cater for development in the following proportions, Rugeley and Brereton 26%, Norton Canes 6% and Cannock, Hednesford and Heath Hayes 68% but with some flexibility to facilitate delivery. This approach is demonstrated in the key diagram.

5.7 The strategic distribution of development identified below has followed a sequential approach required under the NPPF and as informed by a level 1 SFRA and Water Cycle Study for the District. This is likely to result in the proposed residential and employment development areas being within the upper reaches of the various catchments where watercourses are very narrow/small with little or no floodplain implications.

5.8 The strategy is able to be delivered without any further development within the Green Belt. Safeguarding of land, suitable for longer term housing development beyond the plan period, will therefore be addressed within Local Plan Part 2.

Housing Distribution

5.9 For housing, the Local Plan strategy described above sits within a wider strategy being developed for the Tamworth Borough, Lichfield District and Cannock Chase District areas to be agreed under the duty to cooperate which aims to meet a minimum housing requirement for this area of south-east Staffordshire of 900 houses per annum (19,800 houses from 2006 to 2028). This strategy focuses housing delivery on main settlements.

5.10 The strategy allows 5,300 (net) new houses to be delivered within Cannock Chase District in the plan period. 1,625 new houses have been completed in Cannock Chase District in the first six years since 2006, reducing the District requirement to 3,675 in the remaining 16 years, an annual delivery rate of 230.

5.11 Excluding urban extensions, the Cannock Chase SHLAA 2012 identifies a deliverable or developable supply of sites, in the following proportions: 66% in Cannock, Hednesford and Heath Hayes, 29% in Rugeley and Brereton and 5% in Norton Canes.

5.12 Further land is identified in the SHLAA via urban extension locations west of Pye Green Road, Hednesford for 750 new houses, south of Norton Canes for 670 houses (580 with planning consent). After application of discounts and windfall allowance in the SHLAA this provides a total of 3,770 sites. In addition to this supply, the potential for the site capacity of land West of Pye Green Road to increase to 900 dwellings has since been identified.

5.13 A strategic development allocation to the east of Rugeley within the Lichfield District Local Plan contributes 500 houses to assist in meeting the housing needs arising in Rugeley and Brereton in line with the south-east Staffordshire strategy.

5.14 Taken together, completions, urban sites and urban extensions (including the urban extension of Rugeley and Brereton in Lichfield District) achieve a spread between the three urban areas in the following proportions: Cannock, Hednesford and Heath Hayes 60%, Rugeley and Brereton 26% and Norton Canes 14%.

5.0 STRATEGIC APPROACH

Employment Distribution

5.15 A requirement of 88ha of employment land for the District based around past trends has been identified for the plan period. 91ha of employment land has been identified as being available distributed as follows: Cannock/Hednesford/Heath Hayes 62ha (68%), Rugeley and Brereton 26ha (29%) and Norton Canes 3ha (3% -it should be noted that Norton Canes lies in close proximity to the main area of employment land availability within Cannock/Hednesford/Heath Hayes at Kingswood Lakeside). 34ha of this total has been developed in the first six years of the plan period leaving 57ha at 1 April 2012.

5.16 In the longer term, should monitoring indicate that the provision of new land or redevelopment of existing sites is not providing sufficient supply, then consideration will be given to the provision of new employment land via the expansion of Kingswood Lakeside.

Centres Hierarchy

5.17 The strategy provides a centres hierarchy for Cannock Chase District:

- Sub-regional Centre - Cannock
- Town Centres - Rugeley and Hednesford
- District Centre - Hawks Green
- Local Centres - Norton Canes, Heath Hayes, Chads Moor, Bridgtown, Fernwood Drive and Brereton.

5.18 Cannock as the District's largest centre will cater for up to 35,000sqm (gross) comparison retail floor space. Rugeley and Hednesford as lower order centres within the District will accommodate less; Rugeley up to 10,000sqm (gross) comparison and 4,900sqm (gross) convenience and Hednesford up to 6,400sqm (gross) convenience and 8,000sqm (gross) comparison retail floor space.

5.19 Comparison retail development will therefore be mainly directed to Cannock in support of its role as a Sub-regional Centre with new convenience retail and a lower level of comparison development focused at town centres. The regeneration of Rugeley Town Centre is considered in more detail in the second section of Local Plan Part 1.

5.20 Up to 30,000sqm of additional office floorspace will be accommodated at Cannock town centre (and the other District centres as appropriate). Other town centres use, including leisure, will be considered in the context of national policy.

Green Infrastructure

- 5.21** Current levels of provision of open spaces will usually be maintained as a minimum throughout the District and quality standards applied. In particular, leisure provision for young people, semi-natural sites, allotments and cemetery space will be increased. Outdoor sports ground provision will be increased to encourage sports participation rates to go up throughout the plan period. Future provision of open spaces will be based on community needs, for instance there is an under-provision of semi-natural sites within the Rugeley and Brereton urban area which should be addressed alongside new development.
- 5.22** Strategic open spaces that have multi-functional value, for instance those which serve recreation needs, support biodiversity, contribute to landscape character and address climate change such as the AONB, Hednesford Hills, large parts of the Green Belt and major parks will be protected and initiatives to enhance them supported. Key strategic green links forming local wildlife corridors and habitats will be protected and enhanced including Green Belt to the north of Norton Canes and south of Heath Hayes/Wimblebury, which lies within the former regional Cannock Chase-Sutton Park Biodiversity Enhancement Area. The local biodiversity opportunity map will be utilised to help implement the Staffordshire Biodiversity Action Plan by guiding the creation and enhancement of priority habitats. The current (partially revised) Green Space Network will generally be protected and opportunities to improve its coverage and multi-functional character maximised; the Local Plan (Part 2) will provide a full revision to the network.
- 5.23** The Cannock Chase Green Infrastructure Assessment will be used to inform the provision of green infrastructure. Cross-boundary working will be supported in order to ensure strategic sites, such as the AONB and Cannock Chase SAC, are protected and enhanced. Implementation of the Visitor Impact Mitigation Strategy for Cannock Chase SAC will potentially require the provision of SANGS. Open space requirements within large developments are likely to form a sizeable proportion of the mitigation for the SAC as well as contributing to the open space targets of the District.

Delivery

- 5.24** Meeting the objectives and consequently the Vision of the Local Plan requires co-ordinated action. At every step of the plan's preparation close attention has been given to alignment with the wider working of the Council and its Partners. In particular the support of the Chase Community Partnership has been ensured, aligning the development agenda with partner's strategies and programmes and by gaining formal LSP support. Existing monitoring frameworks developed by the Council for the Chase Community Partnership and its own corporate activity are well established making integration of Local Plan objectives monitoring into this structure relatively straightforward.
- 5.25** Additionally production of the Authority's Monitoring Report will advise on the effectiveness of policies in guiding development. The establishment of a 'virtual' LSP working group has been useful in identifying appropriate key infrastructure required alongside development and has guided the preparation of an Infrastructure Delivery Plan which supports Local Plan delivery. The Infrastructure Delivery Plan will also help inform the preparation of a Community Infrastructure Levy (CIL) charging schedule.

5.0 STRATEGIC APPROACH

5.26 The elements considered to be central to effective delivery of the Local Plan objectives are therefore:

- Continued partnership co-operation, updating of intelligence and alignment of funding programmes;
- Maintenance of the Infrastructure Delivery Plan as a living document identifying infrastructure required, timing, costs and delivery agencies;
- Careful application of Local Plan Policy to guide development via planning applications as well as wider discussions with developers;
- Policy elaboration using targeted Supplementary Planning Documents;
- Use of developer contributions as a means of supplementing existing funding gaps for relevant associated mitigation and key infrastructure;
- Monitoring Local Plan Objectives closely linked to monitoring delivery of the Chase Community Partnership and Council's Corporate Plan;
- Monitoring effectiveness of Local Plan policies within the Authority's Monitoring Report.

5.27 Each objective in chapter 4 concludes with a section called 'How will we make sure that this happens?' within which some of the main delivery mechanisms are identified to help ensure that objective becomes a reality.

	Assessed Requirement	A. Completions 2006-12	B. Key Allocated/ Identified Sites	C. Other SHLAA/ ELAA Supply	Total A+B+C
Housing	5,300 (net no)	1,625	1,420	2,350	5,395
Employment Land	88 (ha)	34	46	11	91

TABLE 5.1 SUMMARY OF HOUSING AND EMPLOYMENT LAND STATISTICS

6.0 AREA IMPLICATIONS

6.0 Area Implications

6.1 This section expresses in more detail visions for each area within the District which elaborate the overall Vision in Chapter 3. It also summarises the key implications of delivering the Preferred Strategic Approach for each area, highlighting the spatial picture of specific local implications set out within policy. Key Housing, Employment and Retail growth implications are all labelled on Figures 6.1-6.3 alongside other key proposals. Implications that apply District-wide as set out in policy and the strategic approach are not repeated e.g. mitigating impacts upon the Cannock Chase SAC or adapting to climate change. For the rural areas, implications are set out in text only.

Cannock, Hednesford and Heath Hayes

Vision for 2028

6.2 Cannock will be the main strategic centre for the District with a much improved range of shops, leisure and cultural facilities. Hednesford will be an attractive local town centre, which will see an increased number of visitors. Both Town Centres will be supported by the District Centre of Hawks Green and the Local Centres. The diverse and distinctive communities of the area will have good quality facilities, well-designed, relevant to local needs and able to adapt to change. The Green Belt will continue to help maintain the openness of land around the urban area. Land at the north western urban edge of Hednesford will provide a mix of new housing and both green and social infrastructure. There will be a balanced mix of variously sized, high quality, well designed housing built to minimize energy use and adapt to climate change. More people will have the opportunity to work locally with a choice of employment, education and training opportunities available to them. There will be increased confidence in the area which will encourage more investment, both from within the area and from outside. People will live longer, healthier lives, having access to a range of health facilities and a choice of exercise opportunities to suit their needs and lifestyles. There will be improved well-maintained, attractive open space throughout the area relevant to local need. The natural environment will be conserved and enhanced. Historic buildings and features will be protected and enhanced as appropriate. People will use their cars less, will continue to have access to a good range of public transport and will walk and cycle more using a well-connected network of existing, new and improved routes.

6.3 Other key local implications (not labelled on Figure 6.1) are:

- **Cemeteries** - There is a shortage of burial space and land needs to be identified for a minimum size of approximately 8.0 ha.
- **Environment** - Maintain and strengthen landscape character - the strong and good character of the northern landscape (AONB and surrounds) area to be protected. Opportunities for enhancements to be maximised e.g. in the planned coalfield/ farmland areas to the east and via initiatives such as the Forest of Mercia. Areas of higher historic landscape sensitivity to be conserved or features of them enhanced e.g. areas of 'moderate' sensitivity include Hednesford Hills and parts of Green Belt to the east.
- **Flood Risk** - Management of flood risk along Ridings and Saredon Brooks, particularly via the existing Cannock Flood Alleviation Scheme and higher mitigation standards for developments in these locations (where required).

6.0 AREA IMPLICATIONS

- **Health** - There may be a need for additional GP surgery provision in northern Cannock/Hednesford; remaining areas are already well catered for. Increases in quantity and quality of sport and recreation space, particularly pitches, play areas and green corridors.
- **Minerals and Waste** - Representations made to the County Council for the potential extraction of clay at Poplars Landfill site and an Energy from Waste plant with a complementary Materials Recovery Facility at Kingswood Lakeside. Development proposals within this area may need to consider the need for extraction of coal reserves prior to development taking place owing to the southern parts of the District being identified as a Surface Coal Resource Area.
- **Transport** - Ensure the delivery of a sustainable transport package as required to accommodate the specified development proposals. Work in partnership with public transport operators, the highway authority and the LEPs, to investigate opportunities to fund bus and rail infrastructure and service improvements; e.g. Chase Line upgrade, including more frequent services, linespeed upgrade, electrification and Mid Cannock road/rail interchange. Enhance walking and cycling networks, including greenways as resources permit. Appropriate traffic management measures and junction improvements to help accommodate residual development traffic and mitigate the impact of existing traffic and air quality problems, e.g. Highways Agency improvements to Churchbridge junction.
- **Pollution** - Developments to consider impact upon Cannock Sewage Treatment Works via early liaisons with Severn Trent. Appropriate traffic management measures and junction improvements to help accommodate residual development traffic and mitigate the impact of existing traffic and air quality problems e.g. improvements proposed by the Highways Agency to Churchbridge junction will assist pollution reduction in the Air Quality Management Area.
- **Renewable/Low Carbon Energy** - Higher potential for Combined Heat and Power technologies within the mixed use, higher density town centres.

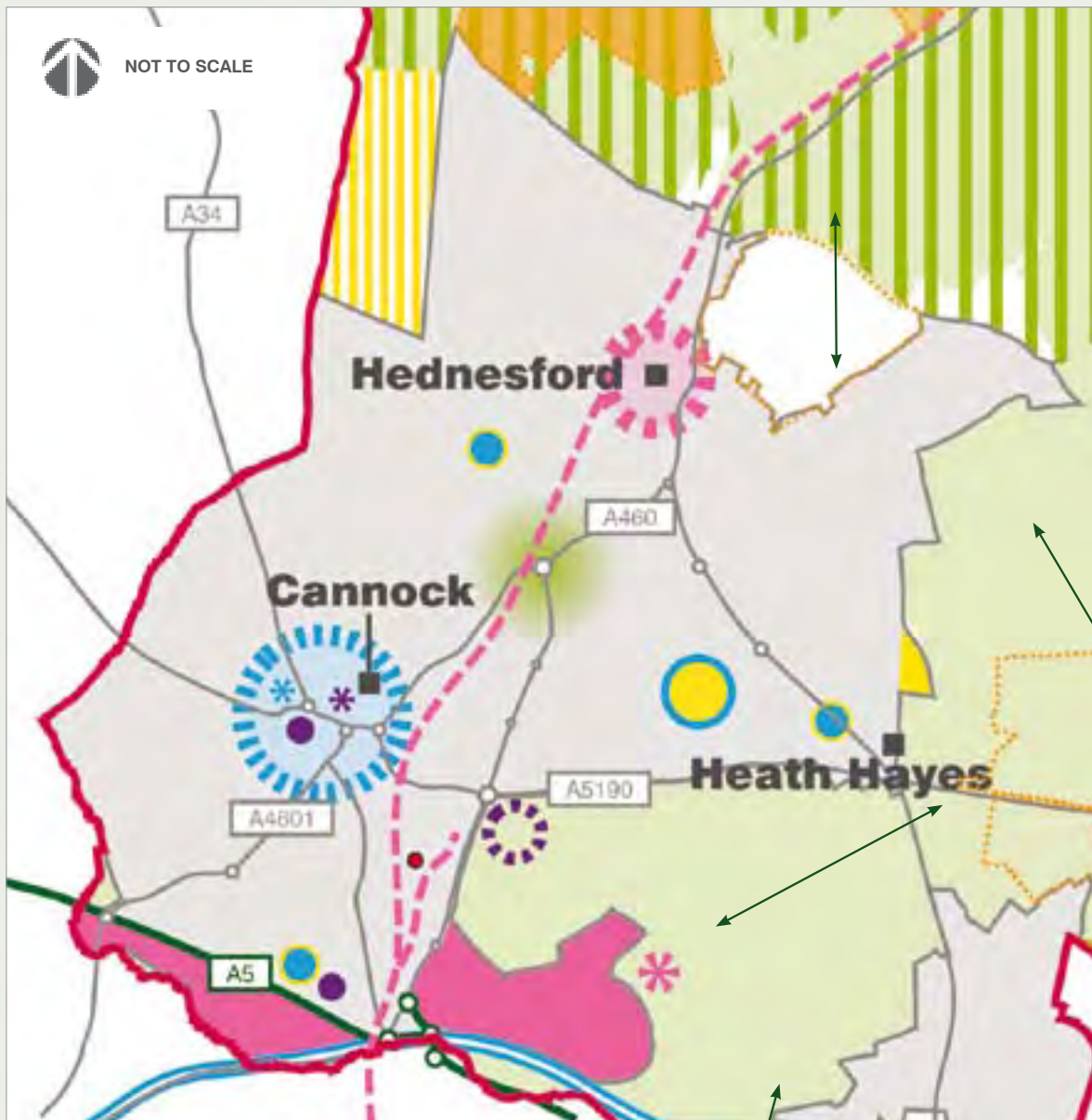


FIGURE 6.1

Cannock, Hednesford and Heath Hayes

- District boundary
- Built-up area
- Green Belt
- AONB
- Main areas for 62ha of employment land 2006-2028 to be provided initially
- ✱ Potential Extension of Kingswood Lakeside if required
- ✱ Refurbished leisure centre
- ✱ Potential bus station upgrade
- - - Railway upgrade priorities
- Inter-modal opportunity
- Local centre to be supported
- District centre
- Conservation area - protect and enhance
- ⊗ Poplars landfill site
- - - SACs/SSSIs - protect and enhance
- Land safeguarded for further consideration beyond plan period
- ← Strategic green links
- 750 additional houses (with potential for 900) and range of facilities as part of strategic site
- ⊗ 14,400sqm (gross) retail floorspace in Hednesford town centre
- ⊗ 35,000sqm (gross) additional comparison retail floorspace in Cannock town centre
- 1,550 houses on urban sites across the urban area March 2012-2028

6.0 AREA IMPLICATIONS

Rugeley and Brereton

Vision for 2028

6.4 Rugeley will be a clean, safe, attractive and vibrant market town, with appreciated, protected and enhanced conservation areas. It will be well used by local communities and will also attract visitors, particularly those who are staying in or around Cannock Chase AONB and travelling along the Canal. There will be a balanced mix of high quality, well-designed housing built to minimise energy use and adapt to climate change, some within the town centre but mainly located on the edge of Brereton in an area just beyond the District boundary within Lichfield District Council area. This development will have excellent links into Rugeley town centre. A greater proportion of people will work locally, having much improved access to a range of local employment, education and training opportunities. There will be significant improvements made to the two existing high schools and sixth form centre. The environment will be carefully managed to minimise flood risk. People will have the opportunity to lead longer and healthier lives, via the new leisure centre, access to the Cannock Chase AONB and a network of well-maintained and appreciated open spaces including the canal network. They will use their cars less, benefitting from a network of good public transport services and well-connected cycling and walking routes.

6.5 Other key local implications (not labelled on Figure 6.2) are:

- **Environment** - Continued protection of the Green Belt to maintain and strengthen landscape character e.g. areas of high sensitivity, mainly connected to the AONB and River Trent. Opportunities for enhancement will be maximised e.g. in the south west 'wooded estatelands' of Rugeley and along the River Trent landscape. Protection of the Green Belt south of the urban area will assist conservation of more sensitive historic landscapes. The Rugeley Town Centre Area Action Plan will guide investment in the historic environment of the area, particularly seeking to address Conservation Areas considered 'at risk' where possible.
- **Flood Risk** - Continued protection of the River Trent flood plain. Flood alleviation measures in and around Rugeley Town Centre e.g. de-culverting where possible and the safeguarding of an area for a formal flood alleviation scheme at Hagley Park (west of Western Springs Road).
- **Health** - The Cannock Chase Clinical Commissioning Group considers that health care provision is adequate for the plan period. Increases in quantity and quality of sport and recreation spaces particularly pitches, semi-natural sites and play areas.
- **Housing** - Large developments in Lichfield District will be expected to contribute to improved sustainable transport and other infrastructure improvements linked to Rugeley and Brereton.
- **Transport** - Enhanced rail service promoted as the preferred means of transport between Rugeley and Birmingham. Rugeley Town Centre Area Action Plan to consider opportunities to improve bus services and for bus station upgrade and to enhance walking and cycling networks, including greenways, as resources permit. Contributions will be secured from developers as identified in Transport Assessments.

- **Pollution** - Developments to account for the sensitive River Trent water environment
- **Renewable/Low Carbon Energy** - Higher potential for Combined Heat and Power technologies within the mixed use, higher density town centre.
- **Retail** - Rugeley town centre is particularly vulnerable from larger competing centres as well as being in need of regeneration. The Rugeley Town Centre Area Action Plan will address these issues.

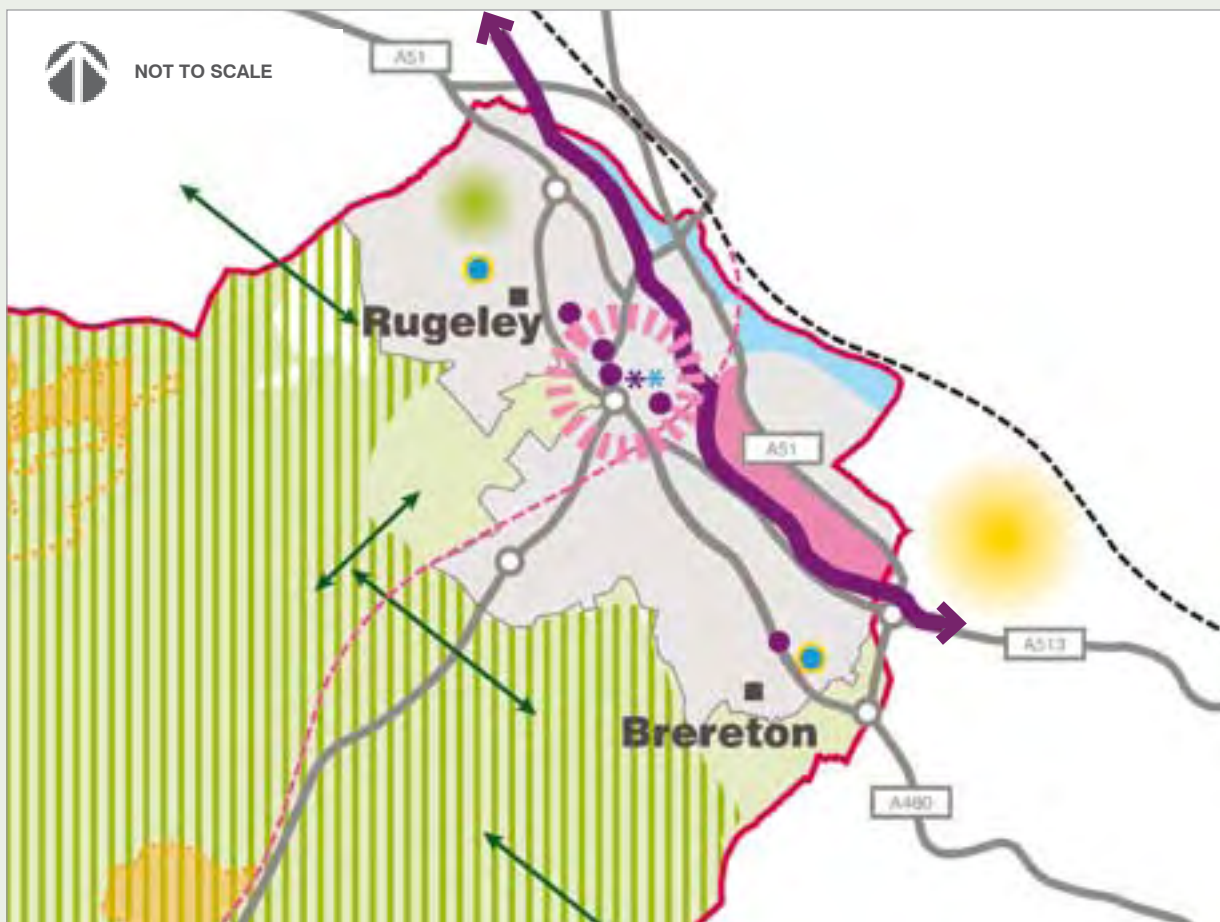


FIGURE 6.2

Rugeley and Brereton

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> — District boundary □ Built-up area ■ Green Belt ▨ AONB - - - Railway - - - Railway upgrade priorities - - - SSSIs - protect and enhance ■ SACs - protect and enhance | <ul style="list-style-type: none"> ← Strategic green links ■ Trent flood plain * Potential bus station upgrade * Focus of Heritage-led Regeneration ● Local centre to be supported ● Conservation areas - protect and enhance ↔ Trent and Mersey Canal Conservation Area protect and enhance | <ul style="list-style-type: none"> ■ Main area for 26ha of employment land 2006-2028 ○ 14,900sqm (gross) additional retail floorspace in Rugeley Town Centre ■ 680 additional houses across the urban area March 2012-2028 ■ Strategic development allocation in Lichfield District - 500 houses to meet Rugeley's need |
|--|---|---|

6.0 AREA IMPLICATIONS

Norton Canes

Vision for 2028

6.6 Norton Canes will be a larger settlement, with a variety of well-designed, high quality sustainable homes which address local need. There will be a good range of facilities, easily accessed and used by the community, which are designed to 'join up' the centre in a more integrated way so that the community feels that Norton Canes has a 'heart'. There will be better opportunities to access local employment with some provision in Norton Canes, but also improved links to opportunities particularly in Cannock via better public transport and by cycling and walking. Norton Canes will retain its identity as an individual settlement, and will be surrounded by high quality Green Belt and countryside, with stronger links to Chasewater.

6.7 Other key local implications (not labelled on Figure 6.3) are:

- **Environment** - Development permitted in Green Belt at land south-east of Norton Canes. Continued protection of the Green Belt elsewhere will ensure the mainly 'coalfield' landscape character surrounding Norton Canes is protected, strengthened and enhanced, as well as key biodiversity linkages. Opportunities for enhancements will be maximised e.g. woodland and heathland creation, particularly via initiatives such as the Forest of Mercia. Areas of higher historic landscape sensitivity to be protected e.g. in Green Belt to the west and north; features to be protected and enhanced in all areas, particularly in the area at Butts Lane.
- **Flood Risk** - Specific sites where flood mitigation measures are recommended e.g. Gains Brook, due to potential flooding from culverted sections, and to the north of Norton Canes where there have been past occurrences of flooding from fluvial and surface water sources.
- **Health** - The Cannock Chase Clinical Commissioning Group considers that health care provision in Norton Canes is adequate for the plan period. Increases in quantity and quality of sport and recreation space (particularly in south-west) and additional path links along former mineral lines.
- **Minerals** - Representations made to the County Council Minerals Core Strategy for the extraction of clay and opencast coal at Yorks Bridge, Norton Canes (the site sits on the boundary of Walsall District to the south west of Brownhills and to the north of Pelsall). Development proposals within this area may need to consider the need for extraction of coal reserves prior to development taking place owing to the southern parts of the District being identified as a Surface Coal Resource Area.
- **Retail** - Improvements to local shopping provision will be encouraged as part of the managed growth of Norton Canes. The new library will help to act as a catalyst to improve the village centre facilities.
- **Transport** - Ensure the delivery of a sustainable transport package as required to accommodate housing development. Work in partnership with public transport operators and the transport authority to investigate opportunities to fund bus infrastructure and service improvements through the Local Transport Plan - Norton Canes Local Transport Package, including links to Kingswood Lakeside Employment Park. Investigate opportunities to improve cross-boundary bus services through closer working with the West Midlands Integrated Transport Authority.



FIGURE 6.3 NORTON CANES

North Canes

- District boundary
- Built-up area
- Green Belt
- SACs/SSSIs - protect and enhance
- ↔ Strategic green links
- ✱ 3ha employment land 2006-2028
- ✱ 670 Additional houses south of Norton Canes
- Local centre
- Local centre improvements
- 120 houses to be provided on urban sites March 2012-2028

6.0 AREA IMPLICATIONS


Cannock Chase AONB and the Rural North (including Rawnsley, Hazelslade, Prospect Village, Cannock Wood and Slitting Mill)

Vision for 2028

6.8 Cannock Chase AONB and the rural north of the District will retain its distinctive character. The villages will have services appropriate to their size and relevant to the needs of their local communities to ensure that they function in a sustainable way. Other services will be easily accessed by good public transport and opportunities for walking and cycling which will also encourage people to live healthier and more active lives. There will be less dependence upon the car. New developments in the rural north, which will be small and appropriate to the scale and nature of the surroundings, will be of a very high quality sustainable design, relevant to local need and flexible to be able to adapt to change in the community. The surviving historic settlement patterns and overall character will be protected and enhanced. The AONB will be protected and enhanced, with increased but low – key tourism which directs visitors to the less environmentally sensitive locations.

6.9 The key implications are:

- **Employment** - Scope for remote working and appropriate live/work units. Tourism is important in this area although rural business and diversification to be closely managed given the potential impact on the AONB/Green Belt.
- **Environment** - Impacts of visitor pressures on the AONB area require management, particularly in relation to international biodiversity sites. Developments will need to be sensitive to the high landscape character value of the area and in accordance with the AONB Management Plan - opportunities to strengthen the existing character will be maximised. The heathland habitat provides a key link between the AONB, Chasewater and Sutton Park and improvements to this strategic wildlife corridor will be promoted. The high historic landscape sensitivity to be conserved via retention of the Green Belt and limited development. The AONB Management Plan and others, such as that for Castle Ring, provide a framework for the positive management and enhancement of the areas heritage assets. The Chase Heritage Trail will continue to be maintained and help raise awareness of the areas history.
- **Health** - High accessibility to Cannock Chase AONB and the Green Belt which provide significant opportunities for well-managed informal and formal recreation activities, however need for some additional play and small amenity areas in villages and opportunity for additional path links along former mineral railway lines. Being able to access health facilities easily is also an issue in some rural areas, linked to public transport availability (see Transport).
- **Housing** - Rural housing will be small scale which serves local need and does not extend village boundaries.
- **Minerals** - Developments within this area may need to consider the need for extraction of coal and sand/gravel reserves prior to development taking place owing to some parts lying within Minerals Consultation and Surface Coal Resource Areas.

- 
- **Renewable/Low Carbon Energy** - There may be potential for renewable energy production in the form of biomass supply or wind power generation (alongside micro-generation opportunities), however there is a need to consider the highly sensitive and valuable landscape and ecological character across much of this area.
 - **Retail** - Retail linked to the provision and availability of small-scale facilities in local communities e.g. a village shop will be supported.
 - **Transport** - Some areas are not well served and fail to connect properly with one another - opportunities to enhance as well as safeguard existing service provision will be promoted, where resources permit. Joined up 'greenway' networks for walking/cycling to be extended and enhanced e.g. Chase Heritage Trail and National Cycle Routes.

6.0 AREA IMPLICATIONS


The Rural South

Vision for 2028

6.10 The Green Belt will be well-managed and settlements will remain distinct and be surrounded by a high quality environment. Urban settlements will be linked across this rural area by cycleways and walking routes to encourage people to access their destination without using the car, particularly to Cannock Town Centre and Kingswood Lakes, also to Chasewater in Lichfield District. Public transport links in this area will also be improved. The hamlet of Little Wyrley will retain its character. The environmentally sensitive areas to the south of the A5 including the Cannock Extension Canal SAC will be protected and enhanced.

6.11 The key implications are:

- **Employment** - The area is bounded by employment land along the A5 and the M6 Toll. In this context employment pressures have the potential to erode the Green Belt; this will require careful management.
- **Environment** - Protection of the Green Belt from significant development to assist retention of the areas' agricultural use, ecological value and good quality landscape and historic environment character as part of the West Midlands rural-urban fringe. The Cannock Extension Canal Special Area of Conservation (SAC) requires special management and consideration- developments potentially affecting its integrity will be determined in accordance with the Habitats Regulations. Heathland habitats provide a key link between the AONB, Chasewater and Sutton Park and there are opportunities for additional habitat creation and landscape enhancements. Opportunities for enhancement of heritage features also to be considered. The Cannock Extension Canal represents a key heritage asset, however given the ecological sensitivities of the site any proposals for enhancing its character will need to be carefully designed. Medium-long term proposals for the Hatherton Branch Canal crossing part of the rural south area are also subject to considerations of any potential impact upon the SAC and water abstraction issues.
- **Health** - Areas of public access at Wyrley Common, No Mans Bank and along accessible walking routes e.g. Cannock Extension Canal. Otherwise large parts are inaccessible to the public, being privately owned and mainly in agricultural use. Therefore it is especially important that there is access to the open spaces via walkways, cycle routes and canals and these will be promoted. Being able to access health facilities easily is also important in rural areas, linked to public transport issues (see Transport).
- **Housing** - The A5 Corridor will be a particular focus for meeting the needs of the Gypsy and Traveller community and those of Travelling Showpeople.
- **Minerals** - Representations have been put forward to the County Council Minerals Core Strategy for the extraction of clay and opencast coal at Yorks Bridge, Norton Canes (the site sits on the boundary of Walsall District to the south west of Brownhills and to the north of Pelsall). Development proposals within this area may need to consider the need for extraction of coal reserves prior to development taking place owing to the southern parts of the District being identified as a Surface Coal Resource Area.

- 
- **Renewable/Low Carbon Energy** - There may be potential for renewable energy production in the form of biomass supply or wind power generation, however there is a need to consider further impacts upon the immediate and wider landscape character.
 - **Retail** - Retail linked to the provision and availability of small-scale facilities in local communities e.g. a village shop will be supported.
 - **Transport** - Expansion of housing and employment in the south of the District will place pressure on the strategic road network in this area, which will require appropriate management. Infrastructure will be provided to link such development with local communities through public transport, cycleways and other links to reduce pressure.

6.0 AREA IMPLICATIONS

Cross Boundary Implications

6.12 The key cross boundary considerations and opportunities are identified as follows:

- A strategic development allocation to the east of Rugeley within the Lichfield District Local Plan contributes 500 houses to assist in meeting the housing needs arising in Rugeley and Brereton in line with the south-east Staffordshire strategy (also includes cross-boundary employment site).
- Nearby villages in South Staffordshire falling within Cannock's hinterland for some goods and services;
- Rural settlements of Stafford Borough and Lichfield District within Rugeley's market town hinterland;
- Improved links to Chasewater Country Park within Lichfield District;
- Habitats Regulations Assessment mitigation implications arising from Cannock Chase Special Area of Conservation with Staffordshire County Council, Stafford Borough, Lichfield District, South Staffordshire District and the Black Country authorities.
- Habitats Regulations Assessment mitigation implications arising from Cannock Extension Canal Special Area of Conservation with Black Country Authorities and Lichfield District;
- Lichfield and Hatherton Branch Canal restoration project;
- Potential wider strategic cross-boundary habitat restoration and creation, linked to improvements to the AONB landscape and its environs and neighbouring Nature Improvement Areas;
- Potential provision of inter-modal site at former Mid-Cannock Disposal Point.

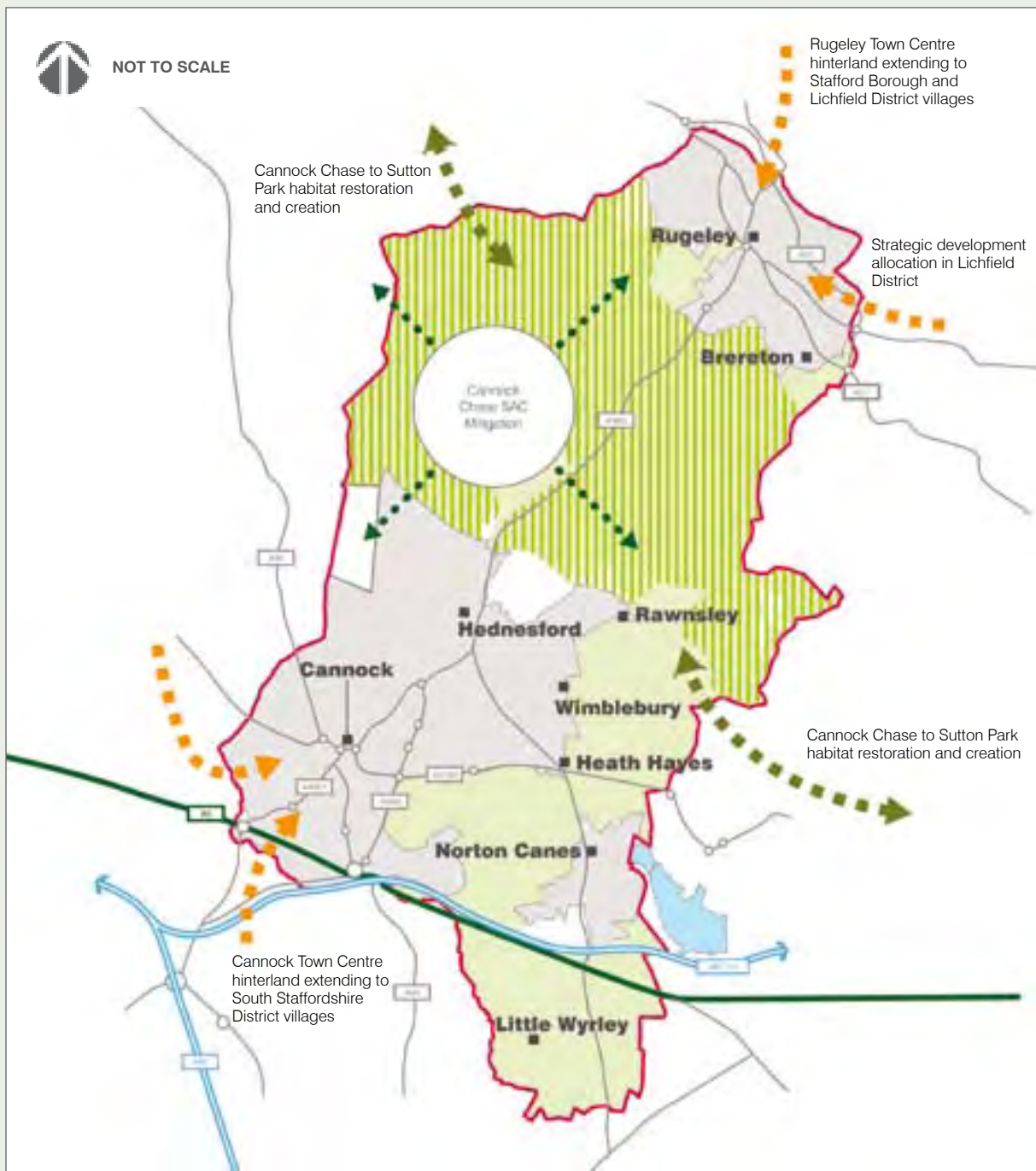


FIGURE 6.4

Cross boundary implications

- District boundary
- Built-up area
- Green Belt
- AONB

7.0 POLICIES

7.0 Policies

7.1 A suite of Core Policies (CP) has been identified to support the Objectives. Most policies contain strategic, followed by development management elements. Effective application of each Policy will in most cases support the meeting of more than one Objective (table 7.1 sets out the main objectives supporting each policy). As the Core Strategy is 'Objectives Led' the justifications for Policy are contained within Chapter 4. In order to gain an overall justification for Policy it is important to cross refer as indicated next to the title of each Local Plan Policy. This cross referencing approach is recommended by the Sustainability Appraisal for the Local Plan and will help ensure sustainable development.

Objectives links to Policies

		Objectives							
		1	2	3	4	5	6	7	8
Policies	CP1	X	X	X	X	X	X	X	X
	CP2	X	X	X	X	X	X	X	X
	CP3	X	X	X	X	X	X	X	X
	CP4	X	X	X	X	X	X	X	X
	CP5	X	X		X	X		X	
	CP6			X					
	CP7			X					
	CP8				X				
	CP9		X		X				
	CP10		X	X	X	X			X
	CP11				X		X		
	CP12		X					X	
	CP13							X	
	CP14		X					X	
	CP15	X					X	X	X
	CP16			X	X	X	X		X

TABLE 7.1 OBJECTIVES LINKS TO POLICIES

Policy CP1 - Strategy

Supports all objectives

In Cannock Chase District the focus of investment and regeneration will be in existing settlements whilst conserving and enhancing the landscape of the AONB, Hednesford Hills, Green Belt and the green infrastructure of the District. The urban areas will accommodate most of the District's new housing and employment development, distributed broadly in proportion to the existing scale of settlement. The Local Plan allocates one strategic housing site on land to the west of Pye Green and identifies a location for urban extensions for housing south of Norton Canes (Policy CP6). A south-east Staffordshire strategy for housing provision in Tamworth Borough, Lichfield District and Cannock Chase District based on meeting a combined housing requirement provides the context for the level of housing provision in Cannock Chase District. As part of this strategy new housing east of Rugeley and Brereton within the Lichfield District Local Plan will contribute to meeting the housing needs of Rugeley and Brereton. Kingswood Lakeside and Towers Business Area are identified as high quality employment areas and extension of Kingswood Lakeside is identified for longer term employment use if required by monitoring delivery (Policy CP8). Comparison retail development will be mainly focused in Cannock town centre with new convenience and comparison retail development in the town centres of Rugeley and Hednesford (Policy CP11). Suitable development in villages identified on the Policies Map will be limited to infill sites only.

The extent of the urban areas will be constrained by the Green Belt Boundary as defined on the Policies Map. Development proposals at locations within the Green Belt will be assessed against the NPPF and Policy CP14. Infrastructure needs requiring developer contributions are identified within relevant Local Plan Policy and documented within an Infrastructure Delivery Plan which will be regularly updated. The strategy will be delivered in accordance with the principles of all Local Plan policies.

When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Local Plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

1. any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
2. specific policies in that Framework indicate that development should be restricted.

7.0 POLICIES

Policy CP2 - Developer Contributions for Infrastructure

Supports all objectives

All housing, employment and commercial development will be required to contribute towards providing affordable housing and/or the infrastructure necessary for delivery of the Local Plan informed by viability assessment.

Contributions will be secured primarily via:

1. Rates set out in a Community Infrastructure Levy (CIL) charging schedule
2. Section 106 planning obligations

Where appropriate, contributions may be required by more than one of these methods and contributions from a number of developments may be pooled to address a cumulative impact.

Infrastructure requirements for the plan period are set out in an infrastructure delivery plan (IDP). Delivery of affordable housing and the critical infrastructure identified in the IDP will be prioritised.

The appropriate level of contributions for District-wide and sub-regional infrastructure will be set out in a Community Infrastructure Levy (CIL) Charging Schedule and for site specific contributions in the Local Plan Part 1 for affordable housing and the Local Plan Part 2 for infrastructure, at a level that is economically viable for the majority of development. Viability of affordable housing is addressed in policy CP7.

A meaningful proportion of CIL funds will be passed to neighbourhoods where the development has taken place, in accordance with national regulations. Once a Community Infrastructure Levy (CIL) is adopted a new SPD on developer contributions will be produced. Only five S106 agreements can be negotiated for any item of infrastructure once the CIL schedule is adopted.

Policy CP3 - Chase Shaping - Design

Supports all objectives

High standards of design of buildings and spaces which contribute to meeting the Vision for the District inspired by the nationally recognised environment of Cannock Chase and reflecting local identity will be expected in all development. Opportunities for the enhancement of town and local centres and other public open space will be maximised including designing out crime and anti-social behaviour. Mixed uses will be promoted within well-used attractive places designed to appeal to people of all ages regardless of their level of personal mobility, seeking to instil a sense of pride and safety in all those who use them. Opportunities to contribute to energy efficiency and renewable and low carbon energy generation will be encouraged as an element of good design. Well-designed new development which addresses relevant issues will be considered favourably without delay unless material considerations indicate otherwise.

The following key requirements of high quality design will need to be addressed in development proposals:

- Consider design imaginatively in its context, complementing and enhancing the character and appearance of the local area and reinforcing local distinctiveness (see also Policies CP14 and CP15);
- Be well-related within the development and to existing buildings and their surroundings in terms of layout, density, access, scale, appearance, landscaping and materials based upon an understanding of the context of the site and appropriate professional expertise;
- Successfully integrate with existing trees, hedges and landscape features of amenity value and employ measures to enhance biodiversity and green the built environment with new planting designed to enhance local distinctiveness (see also Policy CP12);
- Conserve and enhance the local historic environment including reuse of buildings and sympathetic repair, using the historic environment as a stimulus to high quality design and enhancing local character and distinctiveness(see also Policy CP15);
- Incorporate measures to design out crime and anti-social behaviour based upon Police guidance (currently 'Secured by Design' initiatives and Parkmark standards)
- Protect the amenity enjoyed by existing properties including supporting mixed uses whilst avoiding incompatible ones and have regard to existing uses with potential to generate pollution which could have an unacceptably detrimental effect on proposed development (see also Policy CP16)
- Promote appropriate design and uses in town centres with 'active' street frontages and high quality public space to ensure centres are well used and cared for with convenient attractive town centre parking
- Promote ease of access and mobility within the development and from its surroundings, contributing to a network of attractive, well-connected spaces in sustainable locations with the safety of pedestrians, cyclists and other road users in mind(see also Policy CP10)
- Optimise promotion of 'active design' increasing opportunities for physical activity and community interaction(see also Policy CP5)

7.0 POLICIES

- Optimise opportunities to minimise resource use, mitigate climate change impact and maximise energy efficiency to ensure delivery of sustainable design and construction (see also Policies CP1, CP10 and CP16);
- Show how the proposal forms appropriate development within the Green Belt to a design in keeping with its surroundings (see also Policy CP14);
- Preserve and enhance the landscape, scenic beauty and character of the Area of Outstanding Natural Beauty and its setting through the careful design of new development (see also Policy CP13).
- Involve the sympathetic design of high quality communications infrastructure

A Cannock Chase District Design Guide will be prepared as a Supplementary Planning Document. It will describe the District Profile including distinct character areas based upon survey work and community involvement and set out detailed design guidance and good practice for a wide range of development in support of Local Plan policies. There will be particular emphasis on issues of climate change and sustainable resource use and it will identify where developer contributions may be sought. Its application will be particularly important in guiding development at strategic sites, comprehensive improvements to poor quality estates and in bringing greater cohesion to areas of poor or mediocre townscape to provide greater definition between communities. The ongoing maintenance and upkeep of new developments will be a key consideration in order to prevent the decline of an area and a management plan may be a requirement of new proposals. The means of enhancement of key routes (e.g. A5 corridor) and conservation of those parts of the District which are of local significance for their well-established built form and mature landscaped setting (e.g. Etchinghill area of Rugeley and New Penkridge Road area of Cannock) will also be addressed. A Local Design Review Panel will provide assessment of design-sensitive development proposals in support of high standards of design.

Existing Supplementary Planning Guidance and Documents on Residential Design and Extensions and Trees, Landscape and Development will be referred to until absorbed into and replaced by the District Design Guide SPD. Other Supplementary Planning Documents will set out specific requirements of Development Management for the different areas and communities within the District.

Specific guidance will be produced where necessary including the following:

- **Urban extensions** - development briefs to maximise design potential and consider key issues including contributing to limiting climate change;
- **Conservation Areas** - Conservation Area Management Plans to manage change whilst protecting and enhancing the best of the District's built heritage;
- **Cannock Town Centre** - Development brief or Area Action Plan to ensure town centre expansion plans make a positive contribution to the District's Strategic Sub-Regional Centre;
- **Norton Canes** - Development brief for environment and service improvements in its centre and improved linkage to Chasewater;
- **Upgrading of existing employment areas in the Green Belt** - (see also Policy CP8).
- **Reuse of rural buildings** - including good practice design guidance.

Policy CP4 - Neighbourhood-Led Planning

Supports all objectives

Increased opportunities are available for community and neighbourhood planning processes to be proposed by town and parish councils or 'neighbourhood forums' agreed by the Council as Local Planning Authority.

Cannock Chase Council will help facilitate such processes where they:

1. Are in general conformity with the strategic policies of the Local Plan;
2. Accord with national policy in the NPPF; and
3. Are compatible with EU obligations and human rights requirements.

The Council, as local planning authority, will provide an early view where proposals meet these three criteria on the most appropriate way of achieving the communities aims.

Options might include:

1. **Parish Plan** - to describe how residents wish to see their area develop over the next few years, over a range of issues;
2. **Design Statement** - to describe the distinctive characteristics of the locality, and provide design guidance to influence future development;
3. **Neighbourhood Development Plan** - to establish general planning policies for the development and use of land in a neighbourhood;
4. **Neighbourhood Development Order** - to permit the development they want to see - in full or in outline - without the need for planning applications;
5. **Community Right to Build Order** - to allow certain community organisations to bring forward smaller-scale development on a specific site, without the need for planning permission. Any benefit from this development stays within the community to be used for the community's benefit. Community right to build orders are subject to a limited number of exclusions, such as proposals needing to fall below certain thresholds so that an Environmental Impact Assessment is not required.

The Council will, where invited and subject to available resources, assist by advising on proposals as appropriate, including any conditions which need to be met to ensure legal compliance and policy conformity.

In the case of neighbourhood development plans or orders or community right to build orders (3 to 5) the Council will help by arranging for an independent qualified person to check that they appropriately meet these conditions as required under the Localism Act.

Subject to passing this inspection, the Council will further assist by organising the referendum, under which a majority of votes must be obtained before proposals can come into force. If proposals pass the referendum, the Council will as local planning authority bring them into force.

7.0 POLICIES

Policy CP5 - Social Inclusion and Healthy Living

Particularly supports objectives 1 Promote pride in attractive, safe local communities, 2 Create healthy living opportunities across the District, 4 Encourage a vibrant local economy and workforce, 5 Encourage sustainable transport infrastructure and 7 Provide well managed and appreciated environments.

The Council will work with public, private and third sector partners to ensure that appropriate levels of infrastructure are provided to support social inclusion and healthy living in the District. Subject to viability, development proposals will be required to have regard to the wider determinants of health and make a positive contribution to provision of infrastructure, design and layout which supports social inclusion and healthy living for sustainable communities.

The key elements of this infrastructure include the items identified immediately below. The Council will work with applicants to identify and agree which of those elements of infrastructure are directly related to the proposed development (and are not already fully funded from other sources) and seek to agree an appropriate level of contribution.

- Health facilities
- Education facilities
- Parks, open spaces and woodlands, play areas and allotments facilities (see also Policy CP12)
- Playing pitches, golf courses and facilities for athletics, tennis and bowling
- Cemetery/crematorium
- Cycling/pedestrian routes and pathways
- Indoor sport and physical activity facilities including sports halls and swimming pools
- Cultural and community facilities and leisure/activity opportunities
- Other buildings for community use including places for worship and public houses
- Local shopping facilities

Informed by assessments of quantity, quality and accessibility of facilities (which will be reviewed at regular intervals), new developments will be required to support the provision of wholly new facilities and/or protect or make improvements to existing facilities, including improvements to their accessibility and supporting their future maintenance. This will be delivered through a combination of Community Infrastructure Levy monies as well as on and off site direct provision (via Section 106 agreements and good urban design). Land for provision of new facilities will be required to be made available in connection with major developments, which may also need to address existing local deficiencies in provision. All developments should incorporate appropriate open space features relative to their scale as part of a good urban design approach (see Policy CP3). Developments of 50 dwellings or more will be expected to provide an additional element of on-site open space recreation provision to serve them, assisting mitigation of impacts upon the Cannock Chase SAC (see Policy CP13).

The standards of provision of open space, sport and recreation facilities will be identified in a Supplementary Planning Document linked to updated requirements for developer contributions. The standards of provision will also be used to identify whether existing land and/or buildings need to be retained for the benefit of the community, either in their existing use(s) or some alternative community use (or shared space). Existing open spaces across the whole range of formal and informal typologies are identified as 'Green Space Network' on the Policies Map which will be updated as part of Local Plan Part 2. Further allocations of formal and informal spaces will be addressed via Local Plan Part 2, including the former Cannock Stadium Site which will be allocated for use as public open space and sport and leisure purposes. All open spaces, sport and recreational facilities, both existing and proposed, are subject to the policies and requirements of national planning policy and with reference to Policy CP13 regardless of whether they are designated on the Policies Map.

There will be a presumption against the loss of other green space network sites and community buildings (that are not subject to the above national policy requirements) unless they are surplus and clearly no longer required to meet demand for any of the identified purposes or:

- the wider sustainability benefits or major community benefits delivered by the proposal outweigh the loss (taking into account the value of the site);
- appropriate mitigation measures and/or replacement space/facilities, equivalent or better in terms of quantity, quality and accessibility, can be provided to compensate for loss of the site and its value.

7.0 POLICIES

Policy CP6 - Housing Land

Particularly supports objective 3 Provide for housing choice

As part of a Southern Staffordshire strategy to deliver 19,800 houses in Tamworth Borough, Lichfield District and Cannock Chase District between 2006 and 2028, land is identified in Cannock Chase District for 5,300 new houses.

Land identified includes:

- 1. 1,625 new houses completed 2006-2012.**
- 2. 2,350 new houses on urban sites** identified by the Strategic Housing Land Availability Assessment 2012 (SHLAA) in the following proportions: (66%) in Cannock, Hednesford and Heath Hayes, (29%) in Rugeley and Brereton and (5%) in Norton Canes. This figure includes discounts and windfall allowances evidenced in the SHLAA.
- 3. A strategic site allocated for an urban extension on land west of Pye Green Road for 750 new houses** to be delivered as identified in the housing trajectory (identified on the Policies Map and Key Diagram and elaborated in an adopted development brief). In addition there is potential for the site's capacity to increase to 900 dwellings, consistent with the site's strategic allocation.
- 4. Urban extension south of Norton Canes on land identified for up to 670 houses** including land off Butts Lane/Walsall Road for a mixed development including up to 450 houses and 2ha of employment land (with planning approval), land off Walsall Road and land at the former Greyhound Stadium to be phased over the plan period (identified on the Key Diagram).

A strategic development allocation to the east of Rugeley within the Lichfield District Local Plan assists in meeting the housing needs arising in Rugeley and Brereton in line with the south-east Staffordshire strategy.

Land removed from the Green Belt and identified on the Policies Map as safeguarded for longer term development under the Local Plan 1997 (known as Land East of Wimblebury Road, Heath Hayes), will continue to be safeguarded for potential development beyond the plan period subject to consideration within Local Plan (Part 2 - if appropriate) and/or a Local Plan review or replacement. The appropriateness of the Green Belt boundary at this site will be assessed as part of Local Plan Part 2.

Within all town centres housing proposals will be encouraged as part of mixed use developments or to provide effective use of upper floors of buildings. Housing proposals within a defined village settlement boundary shown on the Policies Map will be limited to small infill sites which accord with sustainable development principles identified in the NPPF and the strategic approach defined in Policy CP1 and other Local Plan Policies as appropriate. Housing proposals at locations within the Green Belt will be assessed against the NPPF and Policies CP12 and CP14. All housing development will be required to contribute to SAC mitigation via either on-site provision of natural green space or developer contributions for off-site provision or other mitigating measures.

The release of land for housing will be managed in order to achieve the re-use of previously developed land within the built-up areas and a balanced delivery guided by the District housing trajectory (Appendix B) over the plan period. Annual housing completions will be monitored and a minimum five year plus 5% housing land supply ensured. If monitoring identifies persistent under delivery of housing, a minimum five year plus 20% land supply will be provided. The annual review of the SHLAA and Authorities Monitoring Report (AMR) provide the mechanisms for monitoring. The SHLAA process, which involves house building professionals via the SHLAA Panel, will also help facilitate the advancement of sites into the five year deliverable supply. Alongside the SHLAA process, the Council will continue to positively engage with developers in bringing sites into the five year supply as part of the development management process. This includes positive consideration of sites not currently identified in the SHLAA (windfalls). Where the SHLAA identifies a shortfall in the five year deliverable supply of housing land, measured against the requirements of the NPPF, the Council will undertake measures to unlock existing planning permissions and bring forward currently non-consented/unallocated sites. A range of measures can be employed which include:

- Working positively with developers to overcome site specific constraints (including those related to viability);
- Actively considering joint working on Council-led ventures, where it is practicable;
- A positive approach to the redevelopment of appropriate existing employment sites for housing (see Policy CP8).

In accordance with CP1, housing developments will be managed in line with all other Core Strategy policies and monitoring of the Objectives.

Policy CP7 - Housing Choice

Particularly supports objective 3 Provide for housing choice.

Housing Choice will be encouraged by the following measures and elaborated within a Supplementary Planning Document.

Affordable Housing

In recognition of a net annual need for 197 affordable homes in Cannock Chase District the Council prioritises provision via a combination of the following measures:

- Initially based on viability evidence produced in 2013, 20% affordable housing being provided by commercial house builders on developments of 15 or more units;
- On smaller sites of fewer than 15 units and exceptionally on sites of 15 or more units, financial contributions based on the formula in the evidence on viability to be made to delivery on other sites;
- Re-development of poor quality Council Housing estates;
- Registered Providers' own investment programmes in new build and acquisitions.

The overall target for affordable housing provision on commercial house builder's sites will be reviewed when evidence of changes in market conditions indicates this to be appropriate. Details will be elaborated in a Housing Choices SPD. Individual site viability issues will be considered in the context of the above evidence.

Delivery on commercial house builders' sites or the alternative of pro-rata financial contributions will be secured by conditions imposed on the grant of planning permissions or the completion of planning obligations. Where sites have a construction programme which is proposed to extend beyond 2 years, the planning obligation will provide for the affordable housing component of later phases to be reviewed based on updated viability evidence which may result in an increase of the affordable housing requirement.

Balanced Housing Markets

New housing development should provide for a mix of housing sizes, types and tenure which meet the needs and aspirations of the current and future population, informed by the Strategic Housing Market Assessment.

Particular attention will be given to restoring balance in the housing market during the plan period by encouraging increases in the following types of provision:

- Smaller dwellings suited to younger people
- Housing suitable for households with specific needs,
- Larger 3 and 4 bedroom houses, including to meet aspirational needs.

This position will be managed should balance be shown to be restored during the plan period.

Housing an Ageing Population

A range of housing options will be encouraged through development applications which provide for choice in homes for the elderly covering a range of housing and care options, within both C2 and C3 class uses. This will include developments meeting 'lifetime homes' and 'lifetime communities' standards which help enable independent living, sheltered housing where some support is required, care homes and 'extra care' developments containing structured community areas and medical support on site.

Gypsies, Travellers and Travelling Showpeople

Provision for Gypsies, Travellers and Travelling Showpeople will be made through the allocation of sites in Local Plan Part 2 to ensure a five year supply of suitable land is maintained for the plan period in accordance with the NPPF. The Cannock Chase Gypsy and Traveller Accommodation Assessment 2012 will be used as a basis for levels of provision within the District requiring 41 additional residential pitches and four Travelling Showpeople plots over the plan period and five transit pitches as follows:

	Residential Pitches	Travelling Showpeople plots	Transit pitches
2012-18	22	3	
2018-23	10	1	
2023-28	9	0	
2012-28	41	4	5

A broad area of search for such sites, matching travel patterns and based along the A5 road corridor, is identified in the Key Diagram. The Council will seek to locate sites and determine planning applications in accordance with the NPPF, including within reasonable proximity of existing settlements and with access to shops, schools and other community facilities. Sites should provide adequate space for vehicles and appropriate highway access. Transit sites for gypsies and travellers will be provided in appropriate locations related to the current working patterns of the travelling community. In accordance with CP1, development proposals will be considered in line with other relevant Local Plan policies. If the monitoring of supply against targets identifies a shortfall and/or additional demand comes forward, the Council will work positively with the Gypsy, Traveller, Travelling Showpeople communities and landowners within the broad area of search to bring forward additional pitches/plots. If necessary, a formal review of requirements and site allocations will be undertaken no later than 2021.

7.0 POLICIES

Policy CP8 - Employment Land

Particularly supports objective 4 Encourage a vibrant local economy and workforce.

To support the delivery of an appropriate employment land supply the Council will work proactively with existing and potential business investors, and other partners, to address any constraints to development including infrastructure and labour supply. The Council will maintain and enhance the environmental qualities of the District overall as a key asset for attracting continued investment. The Council will seek to assist delivery of at least 88ha of new and redeveloped employment land (primarily for non-town centre B class uses but with flexibility for other uses, particularly where in accordance with CP11). New and redeveloped land is identified as being currently available at the following locations, broadly in proportion to the Strategic Approach (Policy CP1).

1. Completions 2006 - 2012 (34ha);

16ha at Cannock, Hednesford and Heath Hayes

18ha at Rugeley and Brereton

2. Land available at key locations (46ha - identified in the Key Diagram)

26ha at Kingswood Lakeside

12ha at the A5 corridor, Bridgtown

8ha at Towers Business Park/Former Power Station, Rugeley

3. Land available at other employment locations (11ha)

8ha at Cannock, including Mill Green

3ha at Norton Canes (including 2ha as part of the mixed use urban extension at Norton Canes)

Up to date information will be utilised to inform judgements on the availability of suitable land within the District over the plan period. Where demand at the strategic high quality sites (see below) indicates a need for continued, further supply then consideration will be given to the provision of new employment land via the expansion of Kingswood Lakeside. This will be considered further via the Local Plan Part 2. Applications for new employment uses at other locations will be considered against all other Core Strategy policies, having primary regard to the presumption in favour of sustainable development (Policy CP1). Further employment land provision is made available via CP11 and the Rugeley Area Action Plan in relation to town centre uses.

The redevelopment and modernisation of existing employment sites and other appropriate Brownfield land for employment purposes will be encouraged and supported, provided that it is not of high environmental value, in order to provide an ongoing supply of available land and premises. Proposals for employment developments at existing employment sites within the Green Belt will be treated positively (in accordance with other Core Strategy policies and national Green Belt policy) recognising that they are unlikely to be suitable for alternative uses. Further guidance for the redevelopment of the following sites will be supported by Local Plan Part 2 policies and Supplementary Planning Documents as appropriate:

- Cannock Chase Enterprise Centre
- Cannock Wood Industrial Estate
- Lime Lane Business Area
- Watling Street Business Park

The Council will seek to retain and promote diversified 'B class' uses in existing and developing employment areas of the highest quality to assist the overall diversification of the local economy (having regard to Policy CP11 and the need for a sequential approach in relation to offices). High quality employment areas are characterised by good accessibility and high quality environments that provide an attractive offer to modern industry, targeted growth sectors and/or high profile investors. The strategic high quality sites in the District are Kingswood Lakeside and Towers Business Park. 'Non-B class' uses proposals in these high quality areas will be considered on their merits, recognising the contribution they can potentially make as part of a mixed-use area. Their merit will be assessed in terms of their scale, the extent to which the proposal prejudices 'B class' operations or supports activities on site and the extent to which they contribute towards economic development priorities of the District, including employment generation, employment diversification and higher job density (see Policy CP9).

Improvements to other existing employment locations will be promoted to improve their quality (where feasible), particularly to the employment location of the A5 corridor. In Green Belt or village locations the conversion of agricultural or other buildings to employment uses or the consolidation of existing employment locations will be considered against sustainable development principles (see Policies CP3, CP10, CP12, CP13, CP14, CP15, CP16), the strategic approach as it applies to rural areas (Policy CP1) and Green Belt policy (Policies CP1 and CP14). Proposals which involve the redevelopment or conversion of employment uses to alternative uses will be considered on their merits, based upon other Core Strategy policies and having primary regard to the following key criteria:

- the ongoing availability of land supply at other locations and ability of existing businesses on site to relocate to suitable alternative sites within the District;
- benefits arising from the proposal including improvements to local residential and environmental amenity, supporting existing businesses on site (see Policy CP9), or enabling funding for the relocation of an existing business within the District;
- the quality of the site/unit and the extent to which the site/unit is no longer viable for employment use taking into account any information on vacancy rates and the potential for modernisation. This will be based upon the sites/units market attractiveness (taking into account its portfolio offer to locally based investors) and the viability of any potential employment redevelopment scheme.

7.0 POLICIES

The Council will seek to retain primarily employment generating uses on site where evidence demonstrates that the site is still viable for employment use and that redevelopment will not provide any benefits, as defined above. In the case of residential proposals, regard will also be paid to the findings of the Strategic Housing Land Availability Assessment. Where a shortfall in the five-year housing supply is apparent then the presumption should be in favour of residential redevelopment, unless the economic evidence is strong and compelling.

In accordance with CP1 employment developments will be managed in line with all other Local Plan policies and monitoring of the Objectives. Conditions will be applied to planning consents to ensure that town centre uses are not allowed in out-of-centre locations unless the sequential approach is met. Policy CP11 directs office developments towards town centres and the Council will seek to promote town centre sites, where they are suitable and viable. As per national planning policy (in considering proposals for main town centre uses which cannot be accommodated in or adjacent to town centres) in recognition of the current constraints to town centre office development the Council will ensure that the wider regeneration benefits to the District are not lost due to a lack of suitable and viable town centre and edge of centre sites. The sequential approach will be applied on a case by case basis and in assessing non-town centre proposals the Council will take into account the operating needs of the proposal; the accessibility of the site via public transport (and/or the proposals ability to improve this); and the general appropriateness of the site for office schemes by virtue of other complementary uses on site.

Policy CP9 - A Balanced Economy

Particularly supports objectives 2 Create healthy living opportunities across the District and 4 Encourage a vibrant local economy and workforce.

Priority will be given to employment uses which add value to and strengthen the local economy to achieve the priority aims of economic resilience and restructuring. The Council will continue to work with key partners to deliver this, particularly as a member of Local Enterprise Partnerships. Broad support will be given to creating a balanced portfolio of employment land to meet existing business requirements and recognising a need for more professional, financial and out-sourced public sector opportunities alongside support for niche high quality manufacturing and research and development sectors. Whilst focusing upon these specific opportunities, the Council will support a range of proposals which contribute to broad diversification of the economy overall including retail and tourism growth.

Proposals which help to raise the District's job density closer to that of the County average will generally be supported. Whilst the continued importance of the distribution and logistics sector is recognized, proposals for very low density uses such as storage and distribution (including self-storage) will need to be supported by sound evidence to demonstrate that the use can add sustained value to the local economy. This evidence will include the role such developments have in supporting the operations of other businesses in the District and employment prospects (including levels of job density and quality relative to other businesses/sectors).

In order to increase local employment prospects and new job opportunities within the District (and at nearby employment centres) appropriate local training and skills initiatives will be supported, including via developer contributions where appropriate. Proposals to enhance the District's overall education offer will be supported (see also Policy CP5). The following key measures will generally be considered favourably or be required in support of increased employment opportunity:

- Sustainable and co-ordinated transport links (in conjunction with Policy CP8);
- Well-designed buildings and spaces and safe pedestrian routes that protect existing residential amenity (in conjunction with Policies CP2 and CP8);
- Appropriately located live / work units;
- Improved ICT services, such as broadband connectivity;
- Associated social infrastructure such as nurseries, after-school clubs and other uses which enable the working population to have an easily accessible network of family care and support.

7.0 POLICIES

The importance of the voluntary and community sector to the local economy is recognised via ongoing partnership working and positive consideration will be given to proposals which support this sector and its role. For instance, ancillary uses will be considered favourably where clear benefits can be demonstrated (e.g. a social enterprise café in an area designated for office space).

Proposals which contribute positively to the visitor economy (including tourist accommodation, visitor and recreational facilities) and the long term sustainability and vitality of the rural economy will be positively supported provided that they comply with national Green Belt policy and other Core Strategy Policies (particularly CP3, CP10, CP12, CP13, CP14 and CP15). Where appropriate the economic benefits deriving from use of the local canal network will be maximised. Proposals for the Trent and Mersey Canal which support Rugeley's visitor economy will be addressed in the Rugeley Town Centre Area Action Plan. The Key Diagram shows an indicative route in support of the Hatherton Branch Canal restoration. The Hatherton Branch Canal restoration proposal will need to demonstrate that:

- a) an adequate water supply can be provided to support its use;
- b) additional boat movements along the Cannock Extension Canal SAC can be prevented; and
- c) any significant adverse impacts on the functions and ecology of the wider canal network can be avoided.

Subject to the outcome of further Appropriate Assessment, a firm route will be identified and safeguarded via the Local Plan Part 2 and identified on the Policies Map.

Policy CP10 - Sustainable Transport

Particularly supports Objectives 2 Create healthy living opportunities across the District, 3 Provide for housing choice, Encourage a vibrant local economy and workforce, 5 Encourage sustainable transport infrastructure, 7 Provide well managed and appreciated environments, 6 Create attractive town centres and 8 Support a greener future.

Cannock Chase Council will work with bus and rail operators, Staffordshire County Council, the West Midlands Integrated Transport Authority (Centro), Local Enterprise Partnerships (LEPs), local transport bodies and developers to help develop and promote sustainable transport modes that provide realistic alternatives to the car, and which help contribute to achieving national climate change targets and reduce air pollution. Developments will be expected to promote sustainable transport and where appropriate, developer contributions will be sought to support sustainable transport solutions elaborated in a Supplementary Planning Document and a Community Infrastructure Levy (CIL) charging schedule. Transport Assessments, Transport Statements or Travel Plans, will be prepared in accordance with DfT and LTA guidance for all developments that are likely to generate significant amounts of movement, to determine the measures required on the surrounding highway network to ensure necessary access by all transport modes. The strategic transport network and core public transport network for the District are identified on the Key Diagram and Figure 4.5A.

The Council will work with Staffordshire County Council to implement the Local Transport Plan 2011-2026, including the Cannock Chase District Integrated Transport Strategy. The latter will initially focus on delivering the Pye Green Valley Local Transport Package, Hednesford Town Centre regeneration and Chase Line improvements, followed by Rugeley Town Centre and Norton Canes Local Transport Package.

Buses

The retention and development of conventional and demand responsive bus services will be supported to assist people, including the disabled, those without access to a car and other disadvantaged groups in the District, to gain access to work, shopping, health, leisure, education and other facilities. Service provision to rectify network gaps and respond to new strategic growth will be particularly important.

7.0 POLICIES

Rail

The continued development of the Birmingham-Walsall-Cannock-Hednesford-Rugeley, Chase Line rail service will be supported including the;

- Reinstatement of withdrawn passenger services for the remainder of the West Midlands franchise until 2015 and beyond in a future franchise;
- Development of new passenger services, as an integral part of the CENTRO, Network West Midlands network and in accordance with the West Midlands Rail Development Plan and as part of any future franchise;
- Upgrade of the Chase Line including increased line speed, resignalling and electrification, including preparing or supporting funding bids;
- Introduction of improved local rail services, including enhanced frequency, increased capacity and the restoration of direct services to Stafford and the introduction of new inter-regional services to Manchester and Liverpool;
- Promotion of the Crewe-Rugeley Trent Valley-London rail service;
- Station infrastructure improvements, including the provision of staffed booking offices at Hednesford, Cannock and Rugeley Town, platform lengthening and improved disability access;
- Conditional support for High Speed 2, subject to improvements to the Chase Line services and infrastructure to improve connectivity with Birmingham;
- Integrated bus/rail interchange facilities at Cannock, Hednesford and Rugeley.

Initiatives to develop rail freight within the District will be supported in accordance with national and sub-regional transport policy in particular protection of existing or potential freight interchange sites from prejudicial development. In particular, the promotion of the Mid-Cannock site as a road/rail interchange depot is supported. Route safeguarding will also be applied to inland waterways and wharfage that could be used for transporting minerals.

Roads

Development contributions will be sought to support key road infrastructure improvements including the Churchbridge A5/M6T/A460/A34, and North St/A5 junction upgrades as promoted by the Highways Agency; the A460 dualling and Five Ways Island, Heath Hayes. Development proposals will need to take into account traffic generation and any implications for the Bridgtown Air Quality Management Area (AQMA) and for the Churchbridge junction, including appropriate mitigation.

Walking

Measures to improve or provide facilities for pedestrians that are safe, secure, direct, convenient and attractive will be supported, including Rights of Way. Walking will be promoted through the development of a network of pedestrian routes linked to the Green Space Network (Policy CP7 and CP14) and by the provision of pedestrian priority, pedestrianisation and traffic-calming schemes.

In particular priority will be given to improve or provide pedestrian facilities that:

- link town centres, rail and bus stations, residential and employment areas, schools, community facilities, recreational areas and public open space;
- provide access for recreational purposes in the countryside, using paths, bridle-ways, canal towpaths and former railway lines;
- meet the needs of people with impaired mobility.

Cycling

The Council, in conjunction with Sustrans, the Highway Authority and developers, will seek to complete and add to the District's strategic cycle network as identified on the Policies Map and introduce measures to improve and provide facilities for cyclists including:

- the provision of segregated cycling routes within new commercial and residential development (in excess of 200 dwellings);
- the provision of demarcated cycle corridors and cycle crossings in existing highways, new road schemes, traffic management and traffic calming schemes;
- the provision of secure cycle parking facilities in town centres, railway stations and new retail development creating at least 2,500sqm gross trading floor space;
- the provision of secure cycle parking, showers and lockers at all new major employment sites, existing commercial premises, as part of a Travel Plan submitted under the requirements of a planning application.

Taxi Ranks

The provision of on-street parking places for Hackney Carriage vehicles will be supported in places of high demand, provided that these are at safe locations and do not disadvantage other public transport users, cyclists, pedestrians or the mobility-impaired.

Car Parking and Servicing

Local parking standards and servicing standards will be detailed in Local Plan Part 2.

7.0 POLICIES

Policy CP11 - Centres Hierarchy

Particularly supports Objectives 4 Encourage a vibrant local economy and workforce and 6 Create attractive town centres.

The centres hierarchy for Cannock Chase District is:

- Strategic sub-regional centre - Cannock
- Town Centres - Rugeley and Hednesford
- District Centre - Hawks Green
- Local Centres - Norton Canes, Heath Hayes, Chadsmoor, Bridgtown, Fernwood Drive and Brereton.

Cannock Strategic Sub-regional Centre

In order to retain and strengthen Cannock's role as a strategic sub-regional centre in the West Midlands the Council will encourage economic development and regeneration within an expanded Town Centre boundary identified on the Policies Map. Main town centre uses including retail, offices, commercial, leisure and cultural facilities should take a sequential approach that gives priority to the regeneration of the town centre within this boundary, followed by edge of centre locations. More specifically the Council will seek to deliver 35,000sqm (gross) comparison retail floor space in the plan period which may include ancillary leisure uses. Cannock's convenience retail offer is considered to be strong, consequently additional convenience floor space is primarily directed towards Hednesford. The importance of retaining and enhancing town centre markets is recognised. Working with developers, the Council will enable development of up to 30,000sqm of additional office floorspace at the District's town centres and their edges (with Cannock being the principal likely location). In recognition of the current challenging nature of delivering such developments at town and edge of town locations, the Council will consider appropriate out of town locations for office developments as per the criteria set out in Policy CP8 (following a sequential test on a case by case basis). Development within Cannock town centre will be guided by a Supplementary Planning Document or Area Action Plan (see Policy CP3).

The Council will seek to deliver more attractive public spaces and streetscapes in Cannock town centre linked in part to a Management Plan for the Town Centre Conservation Area and will expect new development proposals to respect and add to this ambition. Accordingly the Council will encourage developments that create safe and attractive public spaces and a more balanced night time economy.

The town centre boundary is extended to allow expansion towards Cannock railway station and the Beecroft Road area. A primary retail area is also defined within which existing class A1 retail uses will be retained and to which new retail development will be directed, together with secondary frontages. Development falling within other use classes will only be permitted where it will not create a concentration of non-shopping uses and result in unacceptable change in the retail character of the immediate area or have an adverse effect on the vitality and viability of the town centre. Both are identified on the Policies Map and Key Diagram. Other uses will only be permitted where they do not detract from the primary retail function of the town centre.

Rugeley Town Centre

Rugeley's role as a Market Town serving the shopping needs of its hinterland will be continued and strengthened. Main town centre uses including retail, offices, commercial, leisure and cultural facilities should take a sequential approach that gives priority to the regeneration of the town centre within this boundary, followed by edge of centre locations. Previous retail studies have shown that a third of the local population shop in other adjacent towns due to a lack of choice in convenience shopping. These factors, together with a lack of retail investment over many years, has led to a deterioration in the attractiveness of the town centre. In order to address these issues, a Town Centre Area Action (AAP) has been prepared and is now incorporated into the Local Plan. This will seek to:

- promote the development of Rugeley town centre for retail, commercial, leisure, tourism and transport purposes, focused on the redevelopment of a number of key sites;
- assist in the determination of planning applications for new development proposals;
- ensure that the Council's decisions best reflect the needs and aspirations of residents, shoppers, visitors, businesses and commercial interests in the town centres;
- provide baseline information for the purposes of future monitoring.

The AAP will identify a strategy for regenerating and growing the town centre via the development of key sites to provide a balanced mix of town centre uses and to help deliver up to 10,000sqm (gross) comparison and 4,900sqm (gross) convenience retail floor space by 2028. As part of this strategy work commenced on a Tesco store, 4,000sqm net, in 2012. A town centre boundary and primary retail area is defined on the Policies Map and Key Diagram via the AAP Non-retail uses will only be permitted where they do not detract from the primary retail function of the town centre.

Hednesford Town Centre

Hednesford town centre will be improved as a shopping centre serving mainly local shopping needs especially for food items via the addition of up to 6,400sqm (gross) convenience retail development. Up to 8,000sqm (gross) comparison retail floor space will also be delivered in Hednesford. Work on the largest site, Victoria Shopping Park, started in 2012, including a new Tesco store and 640 parking spaces. A second smaller retail development, Chase Gateway, was also under construction in 2012, the two developments being linked by the main Market Street shopping area. Additionally the close shopping links of Hednesford residents with Cannock are further strengthened via the much improved comparison goods offer in Cannock town centre identified above. Appropriate tourism development will be promoted, linked to Hednesford's position as a gateway to the Cannock Chase AONB. The town centre boundary is shown on the Policies Map. In view of its relatively small size, secondary retail frontages are not identified. Main town centre uses including retail, offices, commercial, leisure and cultural facilities should take a sequential approach that gives priority to the regeneration of the town centre within this boundary, followed by edge of centre locations.

Hawks Green District Centre

Hawks Green's role as a District Centre providing shops, services and community facilities to meet the needs of local communities will continue to be recognised. Further retail proposals will be supported where they meet identified local needs, do not significantly compromise the range of shops, services and facilities available and do not compete with the town centres of Cannock and Hednesford. Proposals for appropriate alternative uses which relate well to the surrounding area will be considered on their merits.

Local Centres

Local, village or neighbourhood centres at Chadsmoor, Norton Canes, Heath Hayes, Bridgtown, Fernwood Drive and Brereton, will be protected and enhanced to provide small scale shops, services and community facilities for local residents. New housing developments should provide for the enhancement of existing centres or create new local centres where appropriate to provide for the needs of existing and new communities. This will be particularly important in Norton Canes and at Heath Hayes.

New developments within local centres should be designed to meet the needs of the local catchment and encourage sustainable travel behaviour. The provision of local shops and services throughout the District, including in villages, will be safeguarded to provide for the needs of local residents.

Neighbourhood planning initiatives to retain or develop retail facilities will be supported as part of the Localism agenda. New development will need to be in accordance with other Core Strategy policies.

7.0 POLICIES

Policy CP12 - Biodiversity and Geodiversity

Particularly supports objectives 1 Promote pride in attractive, safe, local communities, 2 Create healthy living opportunities across the District and 7 Provide well managed and appreciated environments.

The Districts biodiversity and geodiversity assets will be protected, conserved and enhanced via:

- the safeguarding from damaging development of ecological and geological sites, priority habitats and species and areas of importance for enhancing biodiversity, including appropriate buffer zones, according to their international, national and local status. Development will not be permitted where significant harm from development cannot be avoided, adequately mitigated or compensated for;
- support for the protection, conservation and enhancement of existing green infrastructure to facilitate robust wildlife habitats and corridors at a local and regional scale (particularly to complement Policy CP16);
- supporting and promoting initiatives for the restoration and creation of priority habitats and recovery of priority species and the provision of new spaces and networks to extend existing green infrastructure;
- supporting development proposals that assist the delivery of national, regional and local Biodiversity and Geodiversity Action Plan (LBAP/GAP) targets by the appropriate protection, incorporation and management of natural features and priority species;
- the promotion of effective stewardship and management across the District to contribute to ecological and geological enhancements.

Key local strategic assets, including the Hednesford Hills and Local Nature Reserves, will continue to be managed positively in accordance with relevant management plans and opportunities for enhancements to all sites via better management will be promoted. Opportunities to enhance the Etchinghill Local Geological Site will also be promoted. Plans and initiatives such as the Local Biodiversity Action Plan (including the Local Biodiversity Opportunity Map), the Forest of Mercia, and any successors aiming for improved green infrastructure provision that is rich in biodiversity will be supported. Priority habitats for the District to promote via local biodiversity opportunity mapping include grassland, heathland, wetland and woodland. A key cross-boundary priority area for enhancing heathland exists between Cannock Chase and Sutton Park.

Internationally and nationally important sites or species will receive the highest levels of protection. Developments resulting in potential direct and indirect impacts upon an international site will be determined in accordance with the Conservation of Habitats and Species Regulations (see CP13). Developments adversely affecting a national site will only be permitted in exceptional circumstances and with the provision of appropriate compensation. Planning permission will be refused for developments resulting in the loss of or adverse effects upon a locally designated site, ancient woodland, veteran trees or priority biodiversity habitat unless:

- there is no alternative suitable site for the proposal and;
- the need for and the wider sustainability benefits of the proposal outweigh its adverse impacts taking into account the value of the site and;
- appropriate mitigation measures or new benefits can be provided to compensate for the loss

Developments must have regard to the movement of wildlife via linear corridors and 'stepping stones', minimising any adverse impacts as far as possible. Local sites form an important part of the District's green infrastructure and will be protected (see also Policy CP7). Full consideration should be given to the designing of biodiversity into development schemes via site layout, features such as sustainable drainage systems, green roofs and small scale green infrastructure including private gardens, hedgerows and trees and green road frontages. The Local Plan (Part 2) and further Supplementary Planning Documents will provide further site-level implementation and guidance on measures that can be taken to enhance local features, including developer contributions where appropriate to support local priorities. The Policies Map shows locally designated sites which are up-to date as at the time of publication, but these are subject to ongoing review so the most up-to-date position should be obtained via consultation with the Council and Staffordshire Ecological Record. Newly recognised designations not mapped at the time of the Local Plan adoption will be treated as falling within the scope of policy.

7.0 POLICIES

Policy CP13 - Cannock Chase Special Area of Conservation (SAC)

Particularly supports objective 7 Provide well managed and appreciated environments.

Development will not be permitted where it would be likely to lead directly or indirectly to an adverse effect upon the integrity of the European Site network and the effects cannot be mitigated. To be in accordance with the Local Plan and for detailed development proposals to be permitted, the issues raised in any relevant Habitat Regulations Assessments should be taken into account by developers.

In order to retain the integrity of the Cannock Chase Special Area of Conservation (SAC) all development within Cannock Chase District that leads to a net increase in dwellings will be required to mitigate adverse effects. The ongoing work by relevant partner authorities will develop a Mitigation and Implementation Strategy (SPD). This may include contributions to habitat management; access management and visitor infrastructure; publicity, education and awareness raising; provision of Suitable Alternative Natural Green Space (SANGS) within development sites where they can be accommodated and where they cannot by contributions to off-site alternative green space; and measures to encourage sustainable travel.

The effective avoidance and/or mitigation of any identified adverse effects must be demonstrated and secured prior to approval of the development. This policy has jurisdiction over developments within Cannock Chase District only; however it will be implemented jointly with neighbouring authorities via the application of complementary policies in partner Local Plans as appropriate.

Policy CP14 - Landscape Character and Cannock Chase Area of Outstanding Natural Beauty (AONB)

Particularly supports objectives 2 Create healthy living opportunities across the District and 7 Provide well managed and appreciated environments.

The District's landscape character will be protected, conserved and enhanced via:

- The consideration of landscape character in all development proposals in order to protect and conserve locally distinctive qualities, rural openness and sense of place and maximise opportunities for restoring, strengthening and enhancing distinctive landscape features including trees, woodland, canal corridors, sensitive edges of the rural areas and creating green infrastructure links in conjunction with new development. The reuse and sympathetic adaptation of existing buildings which make a positive contribution to their landscape setting will be supported (taking into account complementary Policies CP12 and CP15);
- Supporting development proposals within the AONB that are compatible with its management objectives, as set out in the AONB Management Plan. Unless, in exceptional circumstances, an overriding need that cannot be accommodated elsewhere can be demonstrated to be in the public interest and the sustainability benefits outweigh the detrimental effects, major developments will not be permitted. Good management of horse pasture will be encouraged in conjunction with landowners, including field boundary treatments and 'gapping up' of hedgerows to maintain habitats. Development of adjacent land forming the setting of the AONB will be expected to avoid an adverse impact on the landscape and scenic beauty of the area;
- Supporting development proposals across the rest of the District that help to facilitate the AONB Management Plan objectives, particularly the need to protect and enhance green infrastructure, including green roadsides, enhance green linkages and access where appropriate, ensure that tranquil areas (to be detailed in the District Design Guide SPD) retain this quality and ensuring mitigation of potential increased recreational pressures in accordance with Policy CP13. Proposals to enhance access to high quality open spaces, create missing links and connections to existing rights of way networks and 'quiet lanes' will be encouraged and initiatives pursued as resources permit;
- Seeking developer contributions where appropriate in support of the AONB and landscape character (as guided by the AONB Management Plan);
- Promote effective stewardship of key areas of green infrastructure, such as Local Green Space, and opportunities for enhancement in conjunction with landowners.

7.0 POLICIES

Development proposals, including those for appropriate development within the Green Belt, and land management practices within the AONB and on its fringes including the Hednesford Hills, must be sensitive to the distinctive landscape character and ensure they do not have an adverse impact upon their setting through design, layout or intensity. Development proposals for extensions to and replacements of existing buildings within the Green Belt will be expected to demonstrate sympathy with their location through size, appearance and landscape impact mitigation. The ground floor area of any proposed extension or replacement building should not normally exceed that of the original property by more than 50%. Positive consideration will be given to developments which enhance their setting and character within these parameters.

The AONB Management Plan, Landscape Character and Historic Environment Character Assessments (for both Cannock Chase District and Staffordshire County) provide an informed framework for the decision-making process, highlighting areas for conservation, strengthening and enhancements. The Cannock Chase-Sutton Park priority biodiversity and landscape area, the Forest of Mercia, cross-boundary measures to contribute to landscape enhancement of the River Trent corridor and local level initiatives associated with key delivery plans (e.g. Local Biodiversity Action Plan and specific local management plans) will assist in enhancing the landscape character and will be supported. Supplementary Planning Guidance will set out the information required from development schemes to demonstrate how they have taken these issues into account, including the District Profile (policy CP3).

Consideration is being given to allocate land at Rawnsley Road/Rugeley Road, Rawnsley as Local Green Space.

Policy CP15 - Historic Environment

Particularly supports objectives 1 Promote pride in attractive, safe, local communities, 6 Create attractive town centres, 7 Provide well managed and appreciated environments and 8 Support a Greener Future.

The District's Historic Environment will be protected and enhanced via:

- the safeguarding of all historic sites, buildings, areas, archaeological remains, their settings and their historic landscape and townscape context according to their national or local status from developments harmful to their significance in order to sustain character, local distinctiveness and sense of place;
- supporting and promoting development proposals that are sensitive to and inspired by their context and add value to the existing historic environment, landscape and townscape character by virtue of their use, layout, scale, appearance, landscaping and materials to ensure that the historic environment acts as a stimulus to high quality design based upon guidance set out in the Design SPD; planning standards may be applied in a flexible manner to maintain continuity within historic townscapes. Opportunities for new development within conservation areas and within the setting of heritage assets to enhance or better reveal their significance will be considered;
- supporting schemes which help to promote wider understanding and enjoyment of the historic environment by all members of the local and wider community, and wider social, cultural, economic and environmental benefits including continued use and enhancement of heritage assets most at risk;
- maintaining an appropriate balance between conservation, re-use, sympathetic adaptation and new development via recourse to national policy in order to promote the sustainable management of the historic environment, mixed sustainable land use patterns and promote the historic environment as a catalyst for the regeneration of the District;
- focussing development and regeneration around existing historic urban areas to maximise potential for investment within them and the benefits of heritage-led regeneration as opportunities arise.

Rugeley town centre, as a particular focus of built heritage interest, is currently the subject of a programme of heritage-led regeneration, maximising partnership opportunities with English Heritage and others where possible, through an area funding scheme for repairs and reinstatements of historic fabric. Key developments will be expected to provide contributions in support of this process, as described in the Rugeley Town Centre Action Area Plan and Rugeley Town Centre Conservation Area Management Plan Supplementary Planning Document.

The built heritage interest of Cannock town centre will provide the basis for future enhancement and development as a focus for investment (in accordance with policy CP9). A Cannock Town Centre Conservation Area Management Plan Supplementary Planning Document will consider the regeneration opportunities this presents.

Key development guidelines to support and enhance the character and appearance of Hednesford town centre and other parts of the District, based upon their historic local distinctiveness, will be set out in the Design SPD.

7.0 POLICIES

The heritage contribution of the District's canal network will be strengthened and promoted. Opportunities relating to the Trent and Mersey Canal will be considered within the Rugeley Town Centre Area Action Plan and the Trent and Mersey Canal Conservation Area Management Plan Supplementary Planning Document. A further conservation area will be considered for the Cannock Extension Canal, having regard to its wider setting and the potential for enhancements (in accordance with Policy CP12).

In rural areas the high historic landscape sensitivity will be protected via Green Belt policy. The AONB Management Plan will also provide a framework for the positive management promotion of the District's heritage assets.

The sustainable access and enjoyment of heritage assets District-wide will also be promoted through the strengthening of the District's green infrastructure and creation of footway/cycle routes. Opportunities will be taken to develop an integrated management strategy for Castle Ring, as one of the District's key ancient monuments, with the adjacent Beaudesert designed landscape which falls partly within Lichfield District.

The conservation and enhancement of heritage assets will be supported through Conservation Area Appraisals and Management Plans, the preparation of a Local List of locally significant heritage assets and through the development management process. Specifically Rugeley Town Centre and Talbot Street/Lichfield Street Conservation Areas will be targeted for funding assistance under the English Heritage Partnership funding scheme.

The local decision-making process will be based on an assessment of significance of heritage assets including their setting in relation to development proposals, primarily informed by the Historic Environment Record including the Historic Landscape Characterisation, Historic Environment Character Assessment, Extensive Urban Survey, Historic Farmsteads Survey, Conservation Area Appraisals and Management Plans and the Local List (forthcoming), updated as necessary. For heritage assets of archaeological interest or sites with potential interest an appropriate level of assessment and/or evaluation will be required to inform decision making.

New development making a positive contribution to the character and local distinctiveness of the historic environment will generally be supported, having regard to the Design Supplementary Planning Document, including the District Profile (Policy CP3). The best use for a historic building may be the use for which it was originally designed so continuation/reinstatement of that use is likely to be the preferred option. Alternative uses may be appropriate when they would secure the future of the building with minimal impact on significance. Work on heritage assets can have a serious deleterious impact on certain protected species (eg bats) so provision should be made for retention of protected species prior to commencement of works where they would otherwise be displaced.

Policy CP16 - Climate Change and Sustainable Resource Use

Supports all objectives in particular 3 Provide for housing choice, 4 Encourage a vibrant local economy and workforce, 5 Encourage sustainable transport infrastructure, 6 Create attractive town centres and 8 Support a greener future.

1. The Council, working with partners, will tackle climate change and ensure sustainable resource use via the promotion and positive consideration of initiatives and development proposals that:
 - a. improve or perform well in relation to accessibility of services and sustainable transport networks (Policy CP10);
 - b. contribute to improved energy efficiency, renewable and low carbon energy generation and higher levels of overall sustainable construction having regard to local opportunities. The Council will continue to facilitate strategic improvements to the existing housing stock and support initiatives that utilise the natural biomass resource potential of the District appropriately (as well as other appropriate technologies). Community-led projects related to reducing carbon emissions will be facilitated wherever possible;
 - c. assist adaptation to climate change, both for people and the natural environment accounting for local likely effects (Policies CP3, CP12, CP14);
 - d. reduce or mitigate all forms of pollution, based upon air quality modelling where necessary, and having regard to strategic local issues including air quality (Policies CP10 and CP13) and water quality, particularly along the Burntwood Brook, Saredon Brook and River Trent to meet Water Framework Directive targets. The Humber River Basin Management Plan (as the local delivery tool for achieving Water Framework Directive targets) will be supported via the permitting of developments that will not pose an obstacle to meeting WFD objectives and do not have a negative impact on water quality, either directly through pollution of surface or ground water or indirectly through overloading of Wastewater Treatment Works;
 - e. contribute to national and local waste reduction and recycling targets according to the waste hierarchy. The Council will work with partners to reduce the need for and impact of landfill operations within the District to achieve the County's 'zero waste-to-landfill' target by 2020. The site specific protection of waste facilities will be guided by the Staffordshire and Stoke-on-Trent Joint Waste Local Plan;
 - f. use land and building assets sustainably, including the preference for Brownfield land (provided it is not of high environmental value) whilst taking into account the need for avoidance of mineral resource sterilisation and having regard to all sources of land contamination and stability issues arising from the mining legacy. The identification of Minerals Safeguarding Areas and the need for site-specific safeguarding of minerals sites will be guided by the Staffordshire Minerals Local Plan;
 - g. appropriately account for both current and future potential levels of flood risk. Via the strategic approach (Policy CP1) developments are guided away from areas of flood risk. However where there are no alternative options available, and development is required within the highest risk zone 3b, flood risk shall be managed through upstream alleviation in order to bring development in line with national planning policy. Land for key infrastructure requirements, namely for the formal flood alleviation scheme for the Rising Brook at Rugeley, will be safeguarded via the strategic approach. The need for alleviation of surface water flood risk in the higher risk areas of Rugeley and Cannock is also identified and will be promoted via partnership working with the Lead Local Flood Authority.

7.0 POLICIES

2. For large-scale renewable and low carbon energy schemes, positive consideration will be given to proposals recognising their potential wider social, economic and environmental benefits. Account will be taken of other policy considerations in assessing their appropriateness, namely views and landscape character (particularly taking account of cumulative impacts in relation to large scale wind turbines or other large scale development proposals), biodiversity, the historic environment, pollution effects (including noise and odours), impacts upon the transport network, economic impacts and overall amenity including that of residents and businesses (Policies CP3, CP8, CP9, CP10, CP12, CP13, CP14, CP15, CP16). The ability to implement appropriate mitigation and restoration measures where relevant will be considered. For biomass proposals, account will also be taken of proximity of the supplies to demand and the impact this has upon the overall sustainability of the proposal. Biomass proposals should seek to derive supplies from locally available sources (or otherwise sustainable sources) to enhance their sustainability. The same criteria will apply in determining the Council's response to minerals and waste proposals, taking into account Staffordshire and Stoke-on-Trent Joint Waste Local Plan and Staffordshire Minerals Plan Local Plan policies.
3. All residential and non-residential development proposals should contribute to tackling climate change and promoting sustainable resource use by:
 - a. Exploring opportunities for exceeding national timetables for zero-carbon development and sustainable construction by virtue of their overall design, where viable. Account should be taken of the landform, layout, building orientation, massing, landscaping and use of materials. Schemes should also assess how they can utilise appropriate new renewable and low carbon technologies to help achieve higher carbon reduction standards, with the expectation that where conditions are favourable higher standards will be achieved. All new residential developments should achieve water efficiency standards of 105 litres/person/day or less (currently equivalent to Code for Sustainable Homes Level 3/4) as a minimum and should have regard to wider sustainability standards of the Code (using Level 3 as a good practice benchmark, or any future equivalent national standard). New non-residential developments should reference BREEAM standards and should seek to achieve 'Very Good' status as a minimum (or any future equivalent national standard), where viable. As part of the ongoing Infrastructure Delivery Plan the Council will consider contributions towards carbon reduction projects via the Community Infrastructure Levy and this will also be used to support the national approach for payments towards 'allowable solutions' for zero-carbon standards, which can be retained locally (subject to future national legislation and policy);
 - b. Improving the energy performance and wider sustainability of the existing building stock. Planning applications for extensions, conversions and refurbishments to existing domestic dwellings and non-residential schemes will be expected to undertake reasonable improvements to the energy and sustainability performance of the existing building. This will be in addition to the requirements of the Building Regulations for the changes for which planning permission is sought, including options such as installation of energy efficiency measures, renewable and low carbon technologies and Sustainable Drainage Systems (SUDS).

Opportunities for enhanced standards on larger-scale refurbishment works will be pursued and the appropriate re-use or refurbishment of historic properties is also encouraged (in line with Policy CP13). Standards achieved should be expressed in line with nationally recognised standards, namely Code for Sustainable Homes and BREEAM (or any future equivalents);

- c. Avoiding developments in high risk flood areas as per the Strategic Flood Risk Assessment. The sequential and exceptions tests will be applied and flood risk alleviation may be required, taking into account cumulative impacts upon risk in the catchment. Assessments should also consider flood risk from other sources as appropriate, particularly surface water, by having regard to the Surface Water Management Plan;
- d. Protection of the water environment. This can be achieved by assessing options for (and implementing where viable) incorporating Sustainable Drainage to improve water quality, including consideration of green roofs; de-culverting watercourses; attenuating surface water discharges to combined foul/surface water systems and reducing overflows. Developments should ensure there is adequate on and off-site drainage infrastructure in place to serve their needs without posing a risk to the environment, including foul drainage and waste water treatment capacity;
- e. Incorporating landscaping and sustainable design measures that assist adaptation to climate change and minimise all forms of pollution, particularly via the use of multi-functional green infrastructure as per Policies CP5, CP10, CP12 and CP14;
- f. Supporting building re-use and construction methods that maximise the use of recycled and locally sourced materials. Developments should also ensure appropriate designs and facilities that support unit level recycling and waste minimisation once occupied. Regard should be paid to best practice and national standards for benchmarking performance (see point a);
- g. Considering their potential to sterilise mineral resources in consultation with the County Council. Developments within Mineral Consultation or Safeguarding Areas should not sterilise or seriously hinder the extraction of minerals. Proposals will be expected to extract any viable mineral resources prior to development, if practicable, and where this would not have unacceptable impacts upon neighbouring uses or conflict with other Core Strategy policies (see CP12, CP14, CP15, CP16). Where prior extraction is not considered feasible evidence supporting this view should be submitted and may include the impact upon the development's viability, impracticalities of prior extraction and the over-riding need for the development. Developments should also address any issues of land stability and surface hazards resulting from the legacy of past mining activity using existing evidence and via further site investigation information where appropriate to ensure safe development.

Supplementary Planning Documents will set out further guidance on how to achieve sustainable construction solutions in the local context, including multi-functional green infrastructure guidance, potential local energy opportunities and developer contribution mechanisms.

8.0 MONITORING

8.0 Monitoring

- 8.1** The strategic element of the Local Plan will be monitored and managed by assessing how effectively the objectives are delivered via the plan's policies and proposals. The monitoring process will be co-ordinated as part of the Authority's Monitoring Report (AMR) which will include key indicators. Monitoring will be linked to Cannock Chase Council's corporate monitoring process, particularly where this relates directly to delivering the Sustainable Community Strategy and Corporate Plan.
- 8.2** Outcomes and key indicators have been developed for each of the eight strategic objectives. Chapter 4 District-wide Objectives identifies the policies which will be primarily used to help deliver these outcomes.

Promote pride in attractive, safe local communities

8.3 Key Policies

CP3 Chase Shaping - Design, CP5 Social Inclusion and Healthy Living, CP14 Landscape Character and Cannock Chase Area of Outstanding Natural Beauty, CP15 Historic Environment and CP16 Climate Change and Sustainable Resource Use

8.4 Outcomes

- i. New developments well designed and maintained
- ii. Community and neighbourhood planning aspirations being addressed
- iii. Low/falling levels of crime and antisocial behaviour
- iv. Sense of pride, community belonging and participation

8.5 Local Indicators

- Numbers of Parish Plans, Neighbourhood Plans, Design Statements (or similar) prepared
- Number of local design awards for new developments
- Levels of serious violent crime
- Levels of serious acquisitive crime
- Number of new developments achieving 'Secured by Design' accreditation

Create healthy living opportunities across the District

8.6 Key Policies

CP5 Social Inclusion and Healthy Living, CP9 A Balanced Economy, CP10 Sustainable Transport, CP12 Biodiversity and Geodiversity and CP14 Landscape Character and Cannock Chase Area of Outstanding Natural Beauty

8.7 Outcomes

- i. Community facilities retained and/or improved in line with Policy CP5
- ii. Open space targets being met (See Objectives 2 and 7)
- iii. Sustainable Transport targets being met (See Objective 5)
- iv. Improved health / longevity of residents
- v. Improved access to cultural / formal and informal leisure facilities
- vi. Improved sense of wellbeing
- vii. Increased levels of skills and attainment (See Objective 4)
- viii. Reduce health inequalities gap

8.8 Indicators - Single data list

- 136 - 06 Number of working age learning disabled clients known to CASSRs during 1 April to 31 March, by gender and by accommodation status at the time of their latest assessment or review – UNDER REVIEW
- 161 - 01 Information on National Curriculum assessments and qualifications taken by students (e.g. GCSEs or GCE A Levels)

8.9 Local Indicators

- Adult participation in sport and active recreation
- Obesity among primary school children in year 6
- Mortality rate from all circulatory diseases at ages under 75
- Access to services and facilities by public transport, walking and cycling
- Visits to and usage of museums and galleries
- Obesity among school children in Reception year
- Adult obesity and nutrition
- Improved sense of wellbeing

8.0 MONITORING

Provide for housing choice

8.10 Key policies

CP1 Strategy, CP3 Chase Shaping - Design, CP6 Housing Land, CP7 Housing Choice, CP10 Sustainable Transport and CP16 Climate Change and Sustainable Resource Use

8.11 Outcomes

- i. Average of 241 houses delivered each year (net) to provide 5,300 in the plan period
- ii. Affordable home provision per annum (gross) maximised
- iii. 5 year supply of deliverable housing sites (plus 5%)
- iv. 5 year supply of pitches for Gypsies and Travellers

8.12 Indicators - Single data list

- 002 - 00 House Building Return
- 003 - 00 House Flows Reconciliation Form
- 009 - 03 Temporary accommodation by type of housing (or voluntarily remaining in own home/making own arrangements), families with children, number of children, 16/17 year olds, B&B over six weeks, status of temporary accommodation and household type
- 013 - 00 Count of Gypsy and Traveller Caravans

8.13 Local Indicators

- Place 1 Number of affordable homes delivered (gross)
- People 3 Complete disabled adaptations in Council owned homes
- People 4 Complete disabled adaptations in privately owned homes
- New homes categorised by number of bedrooms
- Number of new residential care, extra care and sheltered units
- AMR Net additional dwellings - in previous years
- AMR Net additional dwellings - for the reporting year
- AMR Net additional dwellings - in future years including the '5 year land supply'
- AMR Managed delivery target
- AMR New and converted dwellings - on previously developed land
- AMR Net additional pitches (Gypsy and Traveller)
- AMR Gross affordable housing completions
- AMR Housing Quality - Building for Life Assessments

Encourage a vibrant economy and workforce

8.14 Key policies

CP1 Strategy, CP3 Chase Shaping - Design, CP5 Social Inclusion and Healthy Living, CP8 Employment land, CP9 A Balanced Economy, CP10 Sustainable Transport, CP11 Centres Hierarchy and CP16 Climate Change and Sustainable Resource Use

8.15 Outcomes

- i. Annual average delivery of 4ha employment land to provide 88ha in the plan period
- ii. Improvements made towards improved job density in the District (using County average benchmark as a minimum target)
- iii. Employment profile diversified to address structural issues, namely dependency upon vulnerable industrial and manufacturing sectors.

8.0 MONITORING

8.16 Indicators - Single data list

- 119 - 01 Intended and actual destinations of young people on leaving school; numbers with an offer of a place in learning; current activity of young people resident in the LA area
- 161 - 01 Information on National Curriculum assessments and qualifications taken by students (e.g. GCSEs or GCE A Levels)

8.17 Local Indicators

- EDP1 Reduce youth unemployment (18-24 age group) to the County rate by 2017
- EDP2 Increase/decrease in the employment rate of the District's residents
- EDP3 To secure (through either completion or commencement of construction) at least 20,000sqm of new commercial floorspace within the District from April 2012 to March 2014
- EDP4 Achieve a level of visitor satisfaction with tourism services that exceeds the national benchmark of 75%
- EDP4 Secure at least 5% increase of tourist expenditure within the local economy
- EDP5 Secure at least 5% increase of tourist expenditure within the local economy
- Working age population on out of work benefits
- New business registration rate
- AMR Total amount and type of completed employment floorspace gross and net
- AMR Total amount of employment floorspace on previously developed land - by type
- AMR Employment land available - by type

Encourage sustainable transport infrastructure

8.18 Key policies

CP3 Chase Shaping - Design, CP5 Social Inclusion and Healthy Living, CP10 Sustainable Transport and CP16 Climate Change and Sustainable Resource Use

8.19 Outcomes - Local Transport Plan 2011-26 performance targets

- i. Increase the overall employment rate from a 2009 baseline.
- ii. Increase bus patronage levels from a 2008/09 baseline.
- iii. Improve access to town centres from a December 2010 baseline.
- iv. Decrease inaccessibility levels from a December 2010 baseline.
- v. Reduce the number of people killed or seriously injured compared to the average for 2005-09.
- vi. Reduce the number of slight casualties compared to the average for 2005-09.
- vii. Reduce per capita road transport emissions (CO2) from a 2008 baseline.
- viii. Maintain levels of recreational cycling from a 2009/10 baseline.

8.20 Indicators - Single data list

- 122 - 01 Percentage of non frequent buses on time
- 122 - 02 Average excess waiting time for frequent services (buses)
- 158 - 01 Public Rights of Way - Changes to the Definitive Map

8.21 Local Transport Plan Performance Indicators

- Public satisfaction with traffic levels
- Public satisfaction with traffic management
- Public satisfaction with street lighting
- Public satisfaction with the condition of highways
- Overall employment rate
- Young people 'Not in Employment, Education or Training' (NEET)
- Bus patronage
- Accessibility levels to key services
- Public satisfaction with local bus services
- Public satisfaction with ease of access to key services (all people, people with disabilities and non-car households)

8.0 MONITORING

- Public satisfaction with local taxi services
- Public satisfaction with community transport
- Number of people killed or seriously injured
- Public satisfaction with road safety locally
- CO2 emissions
- Road traffic mileage
- Mode share of journey to school
- Obesity levels
- Level of recreational cycling

Create attractive town centres

8.22 Key policies

CP1 Strategy, CP3 Chase Shaping - Design, CP11 Centres Hierarchy, CP15 Historic Environment and CP16 Climate Change and Sustainable Resource Use

8.23 Outcomes

- i. Secured project delivery in Cannock, Hednesford and Rugeley town centres
 - Cannock Town Centre and Avon Plaza schemes
 - Hednesford Gateway (Rugeley Road) Scheme
 - Rugeley Town Centre (via LDF Area Action Plan)
- ii. Up to 35,000sqm (gross) comparison floor space in Cannock Town Centre by 2028
- iii. Up to 4,700sqm (gross) comparison and 9,500sqm (gross) convenience floor space in Hednesford Town Centre by 2028
- iv. Up to 10,000sqm (gross) comparison and 4,900sqm (gross) convenience floor space in Rugeley Town Centre by 2028
- v. Up to 30,000sqm of additional office floorspace at the District's town centres.

8.24 Indicators - Single data list

None

8.25 Local Indicators

- Net town centre floor space
- Net retail floor space – comparison and convenience
- Net office floor space
- Total number of vacant town, district or local centre units
- Town centre rankings
- AMR Amount of floorspace for 'town centre uses' (A1, A2, B1a, and D2.) within and outside town centres

Provide well managed and appreciated environments

8.26 Key policies

CP1 Strategy, CP5 Social Inclusion and Healthy Living, CP6 Housing Land, CP12 Biodiversity and Geodiversity, CP13 Cannock Chase SAC, CP14 Landscape Character and Cannock Chase Area of Outstanding Natural Beauty, CP15 Historic Environment and CP16 Climate Change and Sustainable Resource Use

8.27 Outcomes

- i. No net loss in biodiversity or decline in condition over the plan period
- ii. Delivery of regional and local Biodiversity and Geodiversity Action Plan targets assisted
- iii. Deficiencies addressed in existing levels of provision of natural green spaces and enhance quality; including the % of people within 300 metres of a natural accessible green space 2ha in size and assist delivery of the SAC Mitigation and Implementation Strategy.
- iv. 100% of conservation areas have up to date appraisals and management plans in place and no decline in the condition of designated areas over the plan period with progress towards enhancement of areas previously designated as 'At Risk'.
- v. The creation and maintenance of an up to date Local List of historic buildings.

8.0 MONITORING

8.28 Indicators - Single data list

- 160 - 01 Proportion of local sites where positive conservation management is being achieved

8.29 Local Indicators

- % of SSSIs and local wildlife sites in favourable condition
- Number of conservation areas with up to date appraisals and management plans
- Number and percentage of all heritage assets at risk
- Number of Green Flag Awards gained and maintained
- AMR Change in areas of biodiversity importance
- Area of additional green infrastructure delivered e.g. hectares of SANGS

Support a greener future

8.30 Key policies

CP3 Chase Shaping - Design, CP10 Sustainable Transport and CP16 Climate Change and Sustainable Resource Use

8.31 Outcomes

- i. National and local per capita carbon emission reductions through development location and design.
- ii. Contributions made towards national targets for renewable and low carbon energy generation.
- iii. Contributions made to the achievement of the Staffordshire and Stoke-on-Trent Joint Waste Management Strategy target of 'zero waste to landfill' by 2020.
- iv. Number of planning applications granted contrary to Environment Agency advice on grounds of flood risk and pollution hazards minimised
- v. Reduction in levels of pollution, particularly air quality hotspots (including the AQMA at Bridgtown) and water quality risks (as per the Water Framework Directive).

8.32 Indicators - Single data list

- 067 - 01 Energy use of local authority buildings and operations
- 079 - 01 Fly-tipping incidents by land and waste type – UNDER REVIEW
- 243-00 Number of developments in flood risk areas against Environment Agency advice (number of units)
- 080 - 04 The number of properties for each approved SuDS application.
- 082 - 00 Waste Data Flow - LA Waste Management Statistics – UNDER REVIEW

8.33 Local Indicators

- Place 2 Residual household waste per household
- Place 3 % of household waste sent for re-use, recycling and composting
- Percentage of carbon emissions by sector
- Domestic and total per capita water consumption
- Number of planning permissions incorporating renewable and low carbon energy generation
- Percentage of household and total waste recycled
- Water quality according to Water Framework Directive targets (including nitrate levels)
- Number of planning permissions encompassing energy efficient designs and achieving standards of sustainable construction (e.g. green roofs, Code For Sustainable Homes, BREEAM, Sustainable Drainage Systems)
- Number of Air Quality hotspots
- Amount of derelict and/or contaminated land
- Number of sustained Environment Agency objections to development proposals
- AMR Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds
- AMR Renewable energy generation

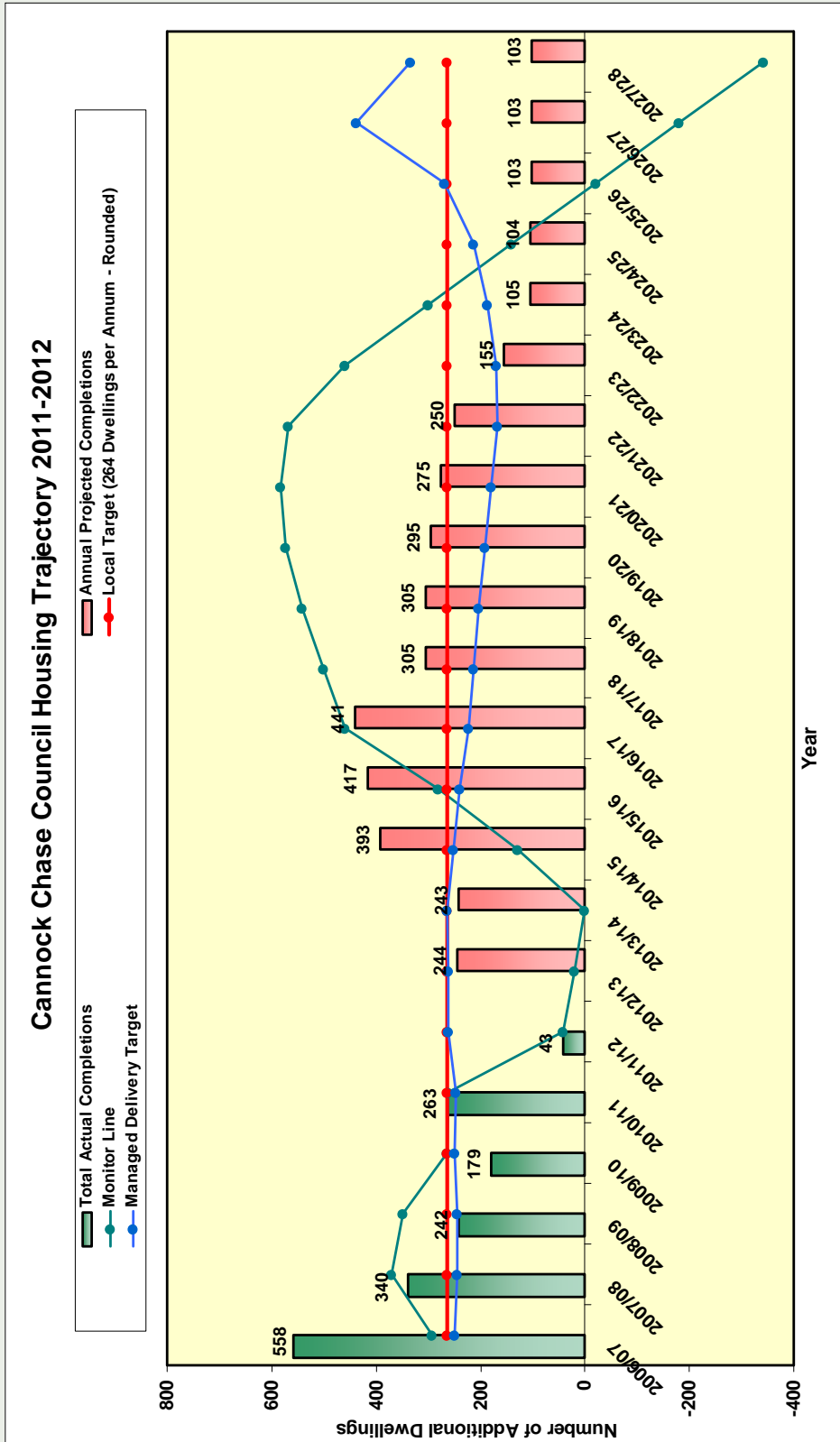
SECTION 1. APPENDICES

Appendix 1A - Infrastructure Delivery Plan

- 1A.1** The infrastructure required to support delivery of development during the plan period and to rectify existing deficits is set out in an Infrastructure Delivery Plan. The Infrastructure Delivery Plan is a live document, updated on a regular basis as circumstances change. Production of the Infrastructure Delivery Plan is guided by a 'virtual' working group of the Chase Community Partnership¹. The latest version of this document is available on request from the Planning Policy team or can be viewed on the Cannock Chase Council website. Please refer to the contact details on the first page of this document for more information.
- 1A.2** The Infrastructure Delivery Plan identifies elements of required infrastructure as 'critical' or 'priority' according to their importance to delivery of the overall Local Plan strategy. 'Critical' items are those which physical development can not occur without and/or are necessary for delivery of the overall Local Plan strategy. 'Priority' items are those to support delivery of physical developments and elements of Local Plan policy, but are not 'critical'. The Infrastructure Delivery Plan also sets out details of timescale and funding, identifying where developer contributions will be required. This informs the Council's Community Infrastructure Levy charge (and annual Section 123 list).

1. The Chase Community Partnership consists of Cannock Chase Council, Chase Council for Voluntary Service, South Staffordshire College, South Staffordshire Primary Care Trust, Staffordshire County Council, Staffordshire Fire and Rescue Service, Staffordshire Police, Staffordshire Wildlife Trust, The Chase Citizen's Advice Bureau.

Appendix 1B - Housing Trajectory



YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	TOTALS
PREVIOUS NET COMPLETIONS	558	340	242	179	283	43																	1625
PROJECTED COMPLETIONS																							
CANNOCK, HEDNESFORD AND HEATH HAYES																							
Deliverable Sites (0-5 Years)							137	136	136	136													CANNOCK
Deliverable Sites (6-15 Years)												67	67	67	67	67	67	67	67	66	66	66	681
Land to the West of Pye Green Road Urban Extension Site								50	75	100	100	100	100	100	100	75							734
Greenheath Road, Pye Green Valley Development								50	50	50	50	50	50	40	20	20							700
CANNOCK TOTALS							137	136	236	261	286	217	217	207	187	162	67	67	67	66	66	66	2445
RUGELEY AND BRERETON																							
Deliverable Sites (0-5 Years)							88	88	88	87	87												RUGELEY
Deliverable Sites (6-15 Years)												27	27	27	27	27	27	27	26	26	26	26	438
RUGELEY TOTALS							88	88	88	87	87	27	27	27	27	27	27	27	26	26	26	26	293
NORTON CANES																							
Deliverable Sites (0-5 Years)							19	19	19	19	18												NORTON CANES
Deliverable Sites (6-15 Years)												11	11	11	11	11	11	11	11	11	11	11	121
Land South West of Norton Canes Urban Extension Site								50	50	50	50	50	50	50	50	50							450
NORTON CANES TOTALS							19	19	69	69	68	61	61	61	61	61	61	61	11	11	11	11	665
ANNUAL PROVISION							244	243	393	417	441	305	305	295	275	250	155	105	104	103	103	103	3841
GRAND TOTAL																							5466
YEAR	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	
Cumulative Projected Completions	558	898	1140	1319	1582	1625	1869	2112	2505	2922	3363	3668	3873	4268	4943	4733	4948	5053	5157	5260	5363	5466	
Locally Determined Target (Annualised)	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	264	
Cumulative Target	264	528	792	1056	1320	1584	1848	2112	2376	2640	2904	3168	3432	3696	3960	4224	4488	4752	5016	5280	5544	5808	
Annual Shortfall/Overprovision of Locally Determined Target	294	76	-22	-85	-1	-221	-20	-21	129	153	177	41	41	31	11	-14	-109	-159	-160	-161	-161	-161	
Monitor - difference between cumulative completions and cumulative target to date	294	370	348	263	262	41	21	0	129	262	459	500	541	572	583	569	460	301	141	-20	-181	-342	
Managed Delivery Target - Annual Requirement taking account of completions	250	245	245	249	248	261	262	263	253	240	222	213	203	192	180	168	170	187	214	270	437	334	
Years of Plan Period Remaining	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0	

Notes: The above housing trajectory shows a figure of 5,466 dwellings available over the plan period based upon the SHLAA (2012). This is the figure prior to discounting to account for non-implementation and the addition of windfalls. Following this recalculation the available total dwellings for the plan period is 5,258. It should also be noted that the Council recently resolved to approve (subject to Section 106) the Land South of Red Lion Lane- Former Greyhound Stadium, Norton Canes (130 dwellings) which means that supply now totals around 5,388. However, this update will be more fully reflected in the 2013 SHLAA. Specific trajectories are shown for larger sites at Land to the West of Pye Green Road Urban Extension Site, Greenheath Road, Pye Green valley Development and Land South West of Norton Canes Urban Extension Site based on developer advice in connection with planning approvals.

Appendix 1C – Replacement of Saved Policies

The list below identifies the Local Plan Part 1 policies which have replaced ‘Cannock Chase Local Plan 1997’ Saved Policies. Where not replaced by Local Plan Part 1 Policies the Saved Policies are addressed within other policy coverage or are discontinued.

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Green Belt, Countryside and Ecology		
C1 Green Belt :New Buildings	CP14	NPPF
C2 Dwellings in the Green Belt	CP3, CP6, CP14	NPPF
C3 Replacement Dwellings in the Green Belt	CP3, CP14	NPPF
C4 Equestrian Facilities in the Green Belt	CP3,CP14	NPPF
C5 Conversion of Rural Buildings within the Green Belt	CP8, CP9	NPPF
C6 Green Belt and Area of Outstanding Natural Beauty :Design of Development	CP3,CP14	
CP1 Green Belt Boundary	CP1	NPPF
C7 Land for Development beyond the Plan period	CP6	
C8 Protecting the Area of Outstanding Natural Beauty	CP14	NPPF
C9 Protection of International Sites of Nature Conservation and Ecological Importance	CP12	NPPF
C10 Protection of National Sites of Nature Conservation and Ecological Importance	CP12	NPPF
C11 Protection of Other Sites of Nature Conservation and Ecological Importance	CP12	NPPF
C12 Ecological Assessments and Mitigating Action	CP12	NPPF
C14 Hednesford Hills	CP14	
C15 Protecting Trees	CP3, CP12, CP14	NPPF
C16 Protection of Best Agricultural Land		NPPF
C17 Farm Diversification	CP9	NPPF
C18 Forest of Mercia	CP5, CP12, CP14	

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Built Environment and Heritage		
B1 Listed Buildings	CP15, CP16	NPPF
B2 Safeguarding the Setting of Listed Buildings	CP15	NPPF
B3 New Development in Conservation Areas	CP15, RTC3	NPPF
B4 New Development Affecting the Setting or Views into and out of Conservation Areas	CP15	NPPF
B5 Ancient Monuments and Archaeology	CP15	NPPF
B6 Green Space Network	CP5, CP10, CP12	NPPF
B7 Telecommunications		NPPF
B8 Design Principles for New Built Development	CP3, RTC3	NPPF
BP1 Cannock and Rugeley Town Centre Improvement Schemes	RTC1, RTC9	
BP2 Other Shopping Centre Improvement Schemes	CP11	
BP3 Castle Ring	CP15	
BP4 Trent and Mersey Canal Conservation Area	CP15, RTC8, RTC9	

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Protection and Enhancement of the Physical Environment		
PEP1 Water Pollution Prevention		NPPF
PEP2 Development of Contaminated Land		NPPF
PEP3 Flood Defence	CP16, RTC11	
PEP4 Reclamation of Derelict Land		NPPF
PEP5 Unstable Land		NPPF
PEP7 Safeguarding Amenity	CP3	NPPF

APPENDIX 1C

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Economic Development and Employment		
E1 Employment Land Supply	CP8	
E2 Development of Vacant or Underused Land	CP3	NPPF
E3 Design and Landscaping	CP3	NPPF
E7 Improvements to Existing Industrial Areas	CP3	NPPF
E8 Development Outside Existing Industrial Areas	CP3	
E9 Non-Conforming Uses	CP3	
E11 Industrial Development - Storage of Oils and Chemicals		NPPF
EP2 Lea Hall Colliery Site, Rugeley		Discontinued largely progressed

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Housing		
H2 Types of Demand	CP7	NPPF
H3 Design	CP3	NPPF
H4 New Housing: Open Space	CP5	NPPF
H5 Infill Development	CP3, CP6, CP11	
H6 Houses in Other Settlements	C6	
H7 Housing in Town and District Centres - Living Over the Shop	CP11	NPPF
H10 Gypsy Site Provision	CP7	
H11 Mobile Homes		NPPF
H12 Travelling Showpeople	CP7	
H13 New Housing: Land for Education Purposes	CP5/CP6	
HP1 Sites for New Housing	CP6	

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Shopping		
S5 Non-Retail Uses - Cannock, Rugeley and Hednesford Town Centres	CP11, RTC2	NPPF
S6 Town Centre Management	CP3, CP11	
S7 Impact Assessment		NPPF

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Transport		
T1 Improvement of the Strategic Transport Network	CP10	NPPF
T2 Environmental Impact of Road Schemes	CP3, CP10	
T3 Traffic Impact Assessment		NPPF
T4 New Road Construction and Improvement Schemes - Protection of Routes	CP10	
T5 Private Sector Developer Contributions	CP2	
T8 Bus Services	CP10, RTC10	NPPF
T9 Rail - Passenger and Freight Services	CP10	
T10 Cycling and Pedestrian Facilities	CP10, RTC10	NPPF
T11 Access to Development Sites	CP3	

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Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Tourism, Leisure and Recreation		
TR1 Tourism and Recreation in Areas of Special Importance	CP9	
TR2 Tourist Accommodation	CP9	NPPF
TR3 Canals	CP5, CP9, CP15, RTC9	
TR4 Hatherton Branch Canal	CP9, CP15	
TR5 Recreation and Access	CP5, CP10	NPPF
TR6 Public Rights of Way Strategy	CP5, CP10	
TR7 Playing Fields and Sports Pitches	CP5	
TR8 Sports Facilities	CP5	NPPF
TR9 Recreation, Leisure and Tourism in the Forest of Mercia	CP5, CP14	
TRP1 Recreational Cycleways/Footpaths	CP10	NPPF
TRP2 Tourism, Leisure and Recreational Development - Former Grove Colliery		Discontinued following SAC status of Cannock Extension Canal

Local Plan 1997 Policy	Local Plan Part 1 Replacement Policy	Other Coverage
Development Control and Policy Implementation		
IMP1 Developers' Contributions	CP2	
DC1 Shopfronts and Advertisements	CP3, RTC3	NPPF
DC2 Poster Displays and Hoardings	CP3	
DC3 Hot Food Takeaways	CP11	
DC4 Hot Food Takeaways - Planning Conditions		NPPF
DC6 Space about Dwellings	CP3	
DC7 Access for the Disabled	CP3	
DC8 Hazardous Installations		NPPF

Appendix 1D - Evidence Base

The following documents provide the range of studies, reports and strategies which have helped to form the Local Plan Part 1 and from which the proportionate evidence base for the Local Plan examination will be drawn.

Housing

Cannock Chase District Housing Trajectory (CCC, Annual) - Contained within the 2012 SHLAA

Cannock Chase District Strategic Housing Land Availability Assessment (CCC, May 2012)

Economic Viability Assessment of Future Development of Affordable Housing in Cannock Chase (Adams Integra, 2012)

Cannock District Local Delivery Plan 2011 – 2015 (CCC, November 2011)

A Strategic Housing Market Assessment for the C3 Housing Market Area of the West Midlands (Ecotec, May 2008) - produced for CCC, Sandwell MBC, Dudley MBC, Walsall MBC, Wolverhampton CC, South Staffs DC, Telford and Wrekin C, WMRA

Southern Staffordshire Districts Housing Needs Study and Strategic Housing Market Assessment (SHMA) Update (CCC, Lichfield & Tamworth Councils, May 2012)

Cannock Chase District Gypsy and Traveller Accommodation Assessment (Localecon Associates, 2012)

DCLG Household Projections 2008 (DCLG, 2010)

Southern Staffordshire Local Investment Plan (Homes and Communities Agency, Cannock Chase Council, Lichfield District Council, South Staffordshire Council, Staffordshire County Council, Tamworth Borough Council, 2011)

'The Best of Both Worlds' Staffordshire Flexicare Housing Strategy 2010-2015 (Staffordshire County Council, 2011)

Land West of Pye Green Road Development Brief (CCC, March 2011)

Employment and Economy

Greater Birmingham and Solihull Enterprise Partnership (LEP)

Staffordshire and Stoke Local Enterprise Partnership (LEP)

Employment Land Availability Assessment (CCC, December 2012)

Strategic Spatial Framework Plan and Planning Charter (Greater Birmingham and Solihull LEP, February 2012)

Existing Employment Areas Study (CCC, February 2011)

Index of Resilience for Council's in England (Experian, 2010)

Cannock Chase and the Recession: Case Study (West Midlands Leaders Board, 2009)

National Land Use Database (Homes and Communities Agency, 2001-2009)

WMRSS Phase 2 Revision Employment Land Provision Background Paper (WMRA, March 2009)

Cannock Chase Council Employment Land Study: Stage 1 (King Sturge, 2009)

Cannock Chase Council Employment Land Study: Stage 2 (King Sturge, 2009)

Cannock Chase Strategic Economic Development Support (Optimat, 2008)

Cannock Chase Strategic Economic Development Support: Local Economic Assessment, post recession revision (Optimat, 2009)

Cannock Chase Council Employment Land Study, Future Land Estimation Report and Technical Appendix (SCC, April 2008)

Connecting to Success: West Midlands Economic Strategy (AWM, December 2007)

Southern Staffordshire Tomorrow: An Economic Regeneration Strategy for Southern Staffordshire 2006 - 2010 (Southern Staffordshire Partnership, October 2006)

The Functioning Economic Geography of the West Midlands (University of Birmingham, September 2006)

CCDC Employment Land Projections Update (NLP, October 2012)

Retail / Town Centres

Cannock Chase Retail Study (White Young Green, 2009 and 2012 update)

RSS Phase 2 Revision - Regional Retail Study (Roger Tym and Partners, 2007) - produced for WMRA

Cannock Chase Offices Study (King Sturge, October 2009)

Offices Study Update (Jones Lang LaSalle, October 2012)

Health

South Staffordshire PCT's Strategic Plan (South Staffordshire NHS Primary Care Trust, 2008 - 2013) - produced for health service providers

Locality Plan (Cannock Chase Commissioning Consortium) - produced for GP practices

Education

Planning of School Places (SCC, Updated Annually)

Education Planning Obligations Policy annual update 2008 / 9 (SCC, April 2009)

Adult and Community Learning (SCC, Updated Annually)

Community

Cannock Chase Crime and Disorder reduction Partnership Strategic Assessment (CCC, 2009) - produced for Staffordshire CDRP

Our Shared Future: Community Cohesion in Staffordshire (SCC, 2007) - produced for Staffordshire Community Partnership

Cannock Chase Community Safety Partnership - Strategic Assessment (SCC, 2010)

Transport

West Coast Main Line Route Utilisation Strategy, Draft for Consultation (Network Rail, December 2010)

West Midlands and Chilterns Route Utilisation Strategy (RUS) (Network Rail, May 2011)

The Potential Impact of Development Traffic on the Strategic Road Network in Cannock: A modelling Study, Highways Agency (JMP, October 2010)

Staffordshire Local Transport Plan 3, Strategy Plan, 2011-26 (2011)

Cannock Chase LDF, Accessibility Appraisal Addendum (November 2009)

Cannock Chase LDF, Accessibility Appraisal (SCC, June 2009)

West Midlands Region - Draft Rail Development Plan (West Midlands Regional Rail Forum, 2009)

Network RUS Electrification (Network Rail, October 2009)

2011 Air Quality Progress Report for Cannock Chase Council (CCC, 2011)

Detailed Assessment Report: Air Quality (CCC, 2010)

Further Assessment of Air Quality - Nitrogen Dioxide and Fine Particulate Matter; A5 Corridor - Churchbridge to Longford (December 2007)

The Transport Impact of Proposed Cannock Chase Council Local Development Framework Sites on the M6 and A5 Corridors (SCC, 2007) Part 1 and Part 2

Climate Change and Natural Resources (including Minerals and Waste)

West Midlands Renewable Energy Capacity Study (Telford and Wrekin Council, March 2011) - produced for the West Midlands Authorities

Staffordshire County Wide Renewable/ Low Carbon Energy Study (Camco, September 2010) - produced for Staffordshire Strategic Partnership

Staffordshire Renewable and Low Carbon Energy Study; Briefing Note in response to Wind Energy (Camco, 2011)

Climate Change and Renewable Energy Background Paper (CCDC, 2011)

Southern Staffordshire Water Cycle Study (Royal Haskoning, July 2010) (incorporating Trent Valley Catchment Abstraction Management Plan (Environment Agency); Trent Catchment Flood Management Plan (Environment Agency); Humber River Basin Management Plan (Environment Agency); South Staffordshire Water Resources Management Plan (South Staffordshire Water); Severn Trent Water Resource Management Plan (Severn Trent)).

Southern Staffordshire Phase 1 Surface Water Management Plan (Royal Haskoning, July 2010)

Southern Staffordshire Phase 2 Surface Water Management Plan (Royal Haskoning, 2011)

Cannock Chase District Strategic Flood Risk Assessment and Flood Maps (Halcrow, May 2008)

Rugeley Town Centre Strategic Flood Risk Assessment (Halcrow, 2008)

Joint Municipal Waste Strategy for Staffordshire and Stoke on Trent (SCC and Stoke on Trent City Council, 2007)

Staffordshire and Stoke On Trent Joint Waste Core Strategy - Issues and Options (SCC and Stoke On Trent City Council, September 2008)

Staffordshire and Stoke On Trent Joint Waste Core Strategy- 'Emerging Draft Strategy' (SCC and Stoke on Trent City Council, July 2010)

Staffordshire County Council Minerals Core Strategy - Issues and Options 2 (SCC, September 2008)

Provision of Geological Information and a Revision of Mineral Consultation Areas for Staffordshire County Council (British Geological Survey, 2006)

NOTE: See also evidence for air quality under 'Transport'

Tourism, Leisure and Recreation

Staffordshire County Council Tourism Strategy 2012-2014 (SCC, January 2012)

Destination Staffordshire Tourism Review Strategy and Action Plan 2011-2014
(Staffordshire Destination Management Partnership, May 2011)

Destination Staffordshire Tourism Review Strategy and Action Plan Appendices
(Staffordshire Destination Management Partnership, May 2011)

PPG17 Open Space, Sport and Recreation Facilities Audit Facilities Audit (CCC, 2009)
incorporating:

- **Indoor and Outdoor Sports Facilities Study** (CCC, 2010)
- **Open Spaces Assessment** (CCC, 2009)

Urban Forestry Strategy 2008-2013 (CCC, 2008)

Natural Heritage and Landscape Character

Cannock Chase AONB Management Plan (AONB Partners, 2009 - 2014) produced for AONB Steering Committee/Natural England

Cannock Chase AONB Assessment of Agricultural Landscapes (Ashmead Price, 2006)
produced for the AONB Partnership

Horsiculture Monitoring within the Cannock Chase AONB (Farming and Wildlife Advisory Group, 2008) produced for the AONB Partnership

Landscape Character Assessment of Cannock Chase District (Ashmead Price, 2009)

Historic Environment Character Assessment of Cannock Chase District (Staffordshire County Council, 2009)

Green Infrastructure Assessment (CCC, 2012)

Extended Phase 1 Habitat Survey of Cannock Chase District (Penny Andersons, 2009)

Enhancing Biodiversity across the West Midlands (West Midlands Biodiversity Partnership / Natural England, 2008)

Cannock Chase-Sutton Park Biodiversity Enhancement Area Action Plan (Land Use Consultants, 2009) produced for Natural England

Staffordshire Biodiversity Action Plan (Staffordshire Biodiversity Partnership, 2001 - under review)

Staffordshire Geodiversity Action Plan (Staffordshire Wildlife Trust, 2003/4).

B4154 / A5 Drainage Study (White Young Green, 2008) produced for the Highways Agency, SCC

Evidence Base relating to the Cannock Chase SAC and the Appropriate Assessment of Local Authority Core Strategies (CCC, Stafford BC, Lichfield DC, South Staffordshire DC and Staffordshire CC, November 2010)

Cannock Chase Visitor Survey (CCC, Stafford BC, Lichfield DC, South Staffordshire DC and Staffordshire CC, 2012)

Impacts of Recreation to Cannock Chase SAC (CCC, Stafford BC, Lichfield DC, South Staffordshire DC and Staffordshire CC, 2012)

Cannock Chase SAC Mitigation Report (CCC, Stafford BC, Lichfield DC, South Staffordshire DC and Staffordshire CC, 2012)

Cannock Chase SAC Visitor Observation Study (CCC, Stafford BC, Lichfield DC, South Staffordshire DC and Staffordshire CC, 2012)

Cannock Extension Canal Appropriate Assessment Baseline Report (White Young Green, 2007) produced for CCC and the Black Country Authorities

Cannock Extension Canal Appropriate Assessment Screening Report (White Young Green, 2007) produced for CCC and the Black Country Authorities

Landscape Character Assessment of Staffordshire and Planning for Landscape Change Supplementary Planning Guidance (Staffordshire County Council, 2000-2001)

Historic Townscape Environment

Conservation Area Appraisals:

- **Trent and Mersey Canal** within Cannock Chase District (CCC, Draft 2010)
- **Cannock Town Centre** (CCC, Draft 2012)
- **Main Road, Brereton** (CCC, March 2009)
- **Church Street, Rugeley** (CCC, April 2006)
- **Lichfield Street/Talbot Street, Rugeley** (CCC, July 2005)
- **North Street, Bridgtown** (CCC, March 2000)
- **North Street, Bridgtown** (CCC, Draft 2012) – updates and replaces the 2000 edition.
- **Rugeley Town Centre** (CCC, March 2000)
- **Rugeley Town Centre** (CCC, Draft 2010) – updates and replaces the 2000 edition.
- **Conservation Area Maps** (CCC, 2010)

Conservation Area Management Plans:

- **Conservation Areas Management Plan** (CCC, Draft 2010)
- **Rugeley Town Centre Management Plan** (CCC, Draft 2010)
- **Main Road, Brereton Management Plan** (CCC, Draft 2010)
- **Cannock Town Centre Management Plan** (CCC, Draft 2012)
- **North Street, Bridgtown Management Plan** (CCC, Draft 2012)

Extensive Urban Survey for Cannock (SCC, 2009)

Extensive Urban Survey for Rugeley (SCC, 2010)

Historic Environment Record (Staffordshire County Council, ongoing)

English Heritage Heritage at Risk Register (English Heritage, Annual)

Cannock Chase Characterisation Study (including Character Area Descriptions) and Consultation Summary (CCC, Draft 2011)

West Midlands/Staffordshire Historic Farmsteads Survey (English Heritage, 2010)

Pre-Draft Design SPD and Characterisation Consultation Summary (CCC, 2011)

Other

Environmental Capacity in Cannock Chase District (LUC, 2013)

Green Belt Review (CCC, Dec 2009)

The Future of Cannock Chase Sustainable Community Strategy 2008 - 2020 (CCC, 2008 - 2020) - produced for Chase Community Partnership and associated LSP group delivery plans

Staffordshire Sustainable Community Strategy 2008 - 2023 (SCC, 2008)

State of Cannock Chase Report (CCC, 2008 - 9)

Local Plan (Part 1) Sustainability Appraisal (Halcrow, 2012)

Local Plan (Part 1) Habitat Regulations Assessment Report (Halcrow, 2012)

Equalities Impact Assessment (CCC, 2012)

Brereton and Ravenhill Parish Plan (Brereton and Ravenhill Parish Council, 2006)

The Cannock Chase Compact (Chase CVS, 2009) - produced for Chase Community Partnership

ONS Sub-national population projections

ONS Annual Population Survey

Annual Population Survey Analysis of Commuting Patterns

Annual Monitoring Report (CCC, Annual)

Nomisweb Statistics - Earnings by Workplace

The English Indices of Deprivation (DCLG)

End Child Poverty.org.uk - Child Poverty Statistics (Estimates)

Appendix 1E – Glossary

Phrase	Abbreviation	Definition
Adoption		The final confirmation of a development plan or Local Development Document as having statutory status by a Local Planning Authority.
Annual Monitoring Report	AMR	A report submitted to Government by local or regional planning bodies assessing Local Development Framework progress and policy effectiveness.
Appropriate Assessment	AA	An assessment of the potential effects of a proposed plan, in combination with other plans and projects, on one or more European sites of nature conservation/ biological importance.
Area Action Plan	AAP	An optional Development Plan Document forming part of a Local Development Framework. It is aimed at establishing a set of proposals and policies for the development of a specific area (such as a town centre or an area of new development) of a district authority.
Area of Outstanding Natural Beauty	AONB	A statutory National Landscape designation to provide special protection to defined areas of natural beauty.
Best Value Performance Indicator	BVPI	A statutory set of indicators developed by Government Departments to measure and compare the performance of local authorities.
Biodiversity Action Plan	BAP	A plan concerned with conserving, protecting and enhancing biological diversity.
Biodiversity Enhancement Area	BEA	An area that comprises important concentrations of biodiversity which are to be improved.
Borough Council	BC	The lower tier of two-tier authorities, responsible for local services.
Brownfield Land		Brownfield (also known as Previously Developed Land) is a site available for reuse, through abandonment or under use, that has previously been developed.

Building Research Establishment Environmental Assessment Method	BREEAM	A BREEAM assessment uses recognised measures of performance, which are set against established benchmarks, to evaluate a building's specification, design, construction and use. The measures used represent a broad range of categories and criteria from energy to ecology. They include aspects related to energy and water use, the internal environment (health and well-being), pollution, transport, materials, waste, ecology and management processes.
Brownfield Development		Site available for re-use which has been previously developed and is abandoned or underused.
Cannock Chase District Council / Cannock Chase Council (same)	CCDC / CCC	The Local Planning Authority for Cannock, Rugeley, Hednesford, Norton Canes and neighbouring villages.
Combined Heat and Power	CHP	A plant designed to produce both heat and electricity from a single heat source. Previously known as a co-generator.
Community Infrastructure Levy	CIL	A levy allowing Local Authorities to raise funds from owners or developers of land undertaking new building projects in their area.
Community Right to Build Order		An order made by the Local Planning Authority that grants planning permission for a site specific development proposal or classes of development.
Conservation Area		Protected areas of special architectural or conservation interest.
Council for Voluntary Services	CVS	The largest umbrella body for the voluntary and community sector in England. Supports local voluntary and community organisations.
Countryside Right of way	CROW	The Countryside and Rights of Way Act 2000 provides for public access on foot to certain types of land, amends the law relating to public rights of way, increases protection for Sites of Special Scientific Interest (SSSI) and strengthens wildlife enforcement legislation, and provides for better management of Areas of Outstanding Natural Beauty (AONB). The Act is compliant with the provisions of the European Convention on Human Rights, requiring consultation where the rights of the individual may be affected by these measures.
County Council	CC	The upper tier of two-tier authorities, generally responsible for core services.

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Crime and Disorder Reduction Partnership	CDRP	A multi-agency group set up in law (section 6 of the Crime and Disorder Act 1998) to tackle crime, drugs and anti-social behaviour throughout a geographic area. CDRPs have now been replaced by community safety partnerships (CSPs).
Density Per Hectare	DPH	Unit of land measurement.
Department for Communities and Local Government	DCLG	The central Government department responsible for setting policies on local government, housing, urban regeneration, planning and fire and rescue.
Department for Environment, Food and Rural Affairs	DEFRA	Its work is highly relevant to local government, particularly in the areas of environmental protection and sustainable development. It has a specific remit to ensure that government policy and delivery effectively address the needs of rural people and communities.
Development Plan Document	DPD	Sets out the Local Planning Authority's policies and proposals for the development and status of land. It can include a Local Plan, Core Strategy, Site Allocations and Area Action Plan documents amongst others.
District Council	DC	The lower tier of two-tier authorities, responsible for local services.
Eastern Regeneration Zone	ERZ	A regeneration zone can increase and safeguard local jobs through recycling dilapidated brownfield land and improving business opportunities.
Employment Land Availability Assessment	ELAA	A list and maps of potential future employment land within a planning authority area.
Equalities Impact Assessment	EqIA	An equality impact assessment involves assesses the likely or actual effects of policies or services on people in respect of disability, gender and racial equality. It helps to ensure the needs of all people are taken into account when the DPD policies are implemented.
Government Office for the West Midlands	GOWM	The body set up to represent the Government in the West Midlands Region. It provided planning advice and approved new planning documents. It is now closed.
Green Belt		A green belt or greenbelt is a policy and land use designation used to retain areas of largely undeveloped, wild, or agricultural land surrounding or neighbouring urban areas.

Habitats Regulation Assessment	HRA	The Habitats Regulations Assessment is a tool to identify whether there are likely to be any harmful effects from minerals and waste policies and development proposals on internationally important nature sites. The HRA considers how significant any impacts are likely to be, and identifies whether they can be reduced (mitigated) to protect these sites or whether it is not possible to offset any likely adverse effects. Internationally important nature sites include Special Areas of Conservation (SAC) which have important habitat features, Special Protection Areas (SPAs) which relate to important bird populations and Ramsar sites which are internationally important wetlands. Collectively, these are often referred to as Natura 2000 sites.
Hectare	HA	A unit of land measurement.
Horsiculture		Items associated with the activity of keeping horses.
Infrastructure Delivery Plan	IDP	A plan to identify and aid implementation of the necessary social, physical and green infrastructure required to create sustainable communities.
Intergovernmental Panel for Climate Change	IPCC	A scientific intergovernmental body which provides comprehensive assessments of current scientific, technical and socio-economic information worldwide about the risk of climate change caused by human activity, its potential environmental and socio-economic consequences, and possible options for adapting to these consequences or mitigating the effects.
Local Area Agreement	LAA	From 2004 until 2010, LAAs allowed councils with their local partners to define their own priorities and select 35 of the most appropriate targets from a set of national performance indicators.
Local Development Framework	LDF	The spatial planning strategy introduced in England and Wales by the Planning and Compulsory Purchase Act 2004.
Local Economic Partnership	LEP	Local enterprise partnerships are led by local authorities and businesses across natural economic areas. They provide the vision, knowledge and strategic leadership needed to drive sustainable private sector growth and job creation in their area

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Localism Bill		The Localism Bill was given Royal Assent on 15 November 2011, becoming an Act. It includes changes to the Planning system.
Local Development Order		An order made by a Local Planning Authority that grants planning permission for a specific development proposal or classes of development.
Local Enterprise Partnership	LEP	A body, designated by the Secretary of State for Communities and Local Government, established for the the purpose of creating or improving the conditions for economic growth in an area.
Local Nature Reserve	LNR	Local Nature Reserves (LNRs) are places with wildlife or geological features that are of special interest locally. There are over 1280 LNRs in England covering almost 40,000 ha
Local Plan		The Development Plan for a Local Planning Authority area. It can include Development Plan Documents such as the Core Strategy, Site Allocations and Area Action Plans.
Local Planning Authority	LPA	The Government authority responsible for planning functions within a District, County or any other type of administrative area.
Local Strategic Partnership	LSP	A local strategic partnership (LSP) is a non-statutory body that brings together the different parts of the public, private, voluntary and community sectors, working at a local level. The lead player in the LSP is the local council. Other players will include the police and the primary care trust (PCT). The LSP ensures the different organisations work together to deliver services more effectively.
Local Transport Plan	LTP	A Local Transport Plan (LTP) is a study to look at the transport needs of an area and set out a way forward to deliver those needs through short, medium and long term transport solutions.
Metropolitan Borough Council	MBC	A local Government administrative area, traditionally consisting of a City or large urban area.

National Coal Board	NCB	The National Coal Board (NCB) was the statutory corporation created in 1946 to run the nationalised coal mining industry in the United Kingdom. In 1987 it was re-named the British Coal Corporation, whose assets were subsequently privatised. In 1994 the industry-wide administrative functions of British Coal were transferred to the Coal Authority. Its economic assets were privatised, the English mining operations being merged with RJB Mining to form UK Coal plc.
National Housing and Planning Advice Unit	NHPAU	The organisation, closed in 2010, was set up to give the Government advice on how to improve the affordability of housing and conducted research into local housing markets on behalf of local authorities.
National Indicator	NI	The single set of National Indicators (National Indicator Set, NIS) was announced by the Department for Communities and Local Government following the Government's Comprehensive Spending Review 2007. Effective from April 2008 to March 2011, the NIS was implemented as the only set of indicators on which central government performance managed local government.
National Planning Policy Framework	NPPF	This document sets out the Governments planning policies for England and how they should be applied.
Neighbourhood Development Order	NDO	An order made by a Local Planning Authority through which Parish Councils and Neighbourhood Forums can grant planning permission for a specific development proposal or classes of development.
Neighbourhood Plans		A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area.
Not in Education Employment or Training	NEET	People of working age who are classed as unemployed, not at school or receiving training.
Performance Indicator	PI	Performance Indicators are discretionary and are used to measure how much progress has been made to deliver the services that meet local priorities and needs. They can be used to monitor the progress made towards delivering the strategic objectives and priorities.

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Planning Policy Guidance	PPG	Planning Policy Guidance notes explain statutory provisions and provide guidance on planning policy and the operation of the planning system. They are being replaced by Planning Policy Statements.
Planning Policy Statement	PPS	Planning Policy Statements explain statutory provisions and provide guidance on planning policy and the operation of the planning system.
Practice Based Commissioning	PBC	Practice Based Commissioning is an initiative designed to target financial drivers towards primary care, through engaging practices and other primary care professionals with the NHS (National Health Service) commissioning of services. Front line clinicians are being provided with the resources and support to become more involved in commissioning decisions.
Primary Care Trust	PCT	The PCT will work with local authorities and other agencies that provide health and social care locally to make sure the local community's needs are being met. The PCT must make sure there are enough services for people within their area and that these services are accessible. It must also make sure that all other health services are provided, including hospitals, dentists, opticians, mental health services, NHS walk-in centres, NHS Direct, patient transport (including accident and emergency), screening and pharmacies.
Regional Spatial Strategy	RSS	The revoked (20th May 2013) Regional Spatial Strategy for the West Midlands January 2008, which formerly provided the regional planning framework for the Local Plan.
Regionally Important Geological Sites	RIGS	Locally designated sites of local, national and regional importance for geodiversity (geology and geomorphology) in the United Kingdom.
Site of Alternative Natural Green Space	SANGS	A mitigation measure provided to avoid potential negative recreational effects on nearby natural areas that are sensitive to human activities. The provision of an alternative green space for recreation can divert people and pollution away from more sensitive habitats.
Rural Exception Sites		Small sites used for affordable housing in perpetuity where housing development would not normally be permitted. Residents have a family or employment connection to the area.

Site of Biological Importance	SBI	A non-statutory designation used locally by Staffordshire County Council to protect locally valued sites of biological diversity (described as Local Wildlife Sites by the Government).
Site of Special Scientific Interest	SSSI	Any area of land which is considered to be of special interest by virtue of its fauna, flora or geological features.
South Staffordshire District Council	SSDC	The Local Planning Authority for South-West Staffordshire, it is located in Codsall. It includes Great Wyrley, Cheslyn Hay and Huntington.
Special Area of Conservation	SAC	Special Areas of Conservation (SACs) are protected sites designated under the EC Habitats Directive. They provide increased protection to a variety of wild animals, plants and habitats and are a vital part of global efforts to conserve the world's biodiversity.
Stafford Borough Council	SBC	The Local Planning Authority for the Stafford area. It includes the northern part of Cannock Chase AONB, Brocton and Great/Little Haywood.
Staffordshire Community Partnership	SCP	Community Partnerships provide an opportunity for people who live or work in an area to discuss issues of common concern, influence the way in which services are provided and improve their local area.
Staffordshire County Council	SCC	The County wide Planning Authority for Highways, Minerals and Waste planning matters.
Strategic Flood Risk Assessment	SFRA	The SFRA looks at flood risk at a strategic level on a local planning authority scale and highlights areas at risk of flooding.
Strategic Housing Land Availability Assessment	SHLAA	A list and maps of potential future residential development sites within a planning authority area.
Super Output Area	SOA	A Super Output Area (SOA) is a geographical area designed for the collection and publication of small area statistics.
Supplementary Planning Document	SPD	A local development document that may cover a range of issues, thematic or site-specific, and provides further detail of policies and proposals in a 'parent' development plan document. SPDs are replacing SPGs.

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Supplementary Planning Guidance	SPG	A local development document that may cover a range of issues, thematic or site-specific, and provides further detail of policies and proposals in a 'parent' development plan document. SPGs are being replaced by SPDs.
Sustainability Appraisal	SA	An appraisal of the economic, environmental, and social effects of a plan.
Sustainable Community Strategy	SCS	The local strategic partnership (LSP) creates a long-term vision for the area to tackle local needs. The vision is set out in the sustainable community strategy (SCS). The local area agreement (LAA) is the mechanism for making the vision a reality. All the outcomes and targets are designed to deliver the vision set out in the SCS.
West Midlands Regional Assembly	WMRA	The body that provided regional planning advice and produced the West Midlands Regional Spatial Strategy. It no longer exists.
West Midlands Regional Spatial Strategy	WMRSS	The West Midlands Regional Spatial Strategy provided the regional planning guidance for Cannock Chase Council. See RSS definition.
Windfall Sites		Sites which have not been specifically identified as available in the Local Plan process and become available unexpectedly.



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SECTION 2. RUGELEY TOWN CENTRE AREA ACTION PLAN



EXECUTIVE SUMMARY

In 2006, the Council concluded that Rugeley Town Centre required specific detailed guidance to aid its regeneration and to attract new retail development. A third of the town's population were known to be shopping elsewhere and action was required to reverse this trend. The urban fabric was also looking tired and in need of investment. The Rugeley Town Centre Area Action Plan (AAP) has therefore been prepared to set out a planning framework to encourage future development for retail, commercial, leisure, tourism, housing and transport purposes and assist in the determination of planning applications for new development proposals. It includes general guidelines as well as identifying specific sites which are suitable for redevelopment over the plan period. Five key objectives have been identified, relating to improvements in shopping; movement and access; community, leisure and the arts; conservation and the built environment and housing.

The AAP's strategy for the town centre is structured in three parts. The first identifies three strategic policies which will apply to the whole plan area. These provide the overall approach to focusing investment in the town centre, locating the main town centre land uses and encouraging high standards of urban design throughout. Initially the strategy seeks to balance investment in the core town centre with the reinvigoration of the Trent and Mersey Canal corridor as a leisure destination. The strategy will focus new development within a strengthened core town centre regenerating key sites at the Market Hall/Bus Station and Wellington Drive, together with edge of centre retail with the canal corridor acting as a catalyst to link with the new Tesco superstore at Leathermill Lane. Towards the end of the plan period the strategy will seek to integrate and consolidate the area between the core town centre and the canalside.

This is followed by specific policies for five key sites. These include the Aelfgar 6th Form Centre; the Market Street garages; the Market Hall/Bus Station site, Wellington Drive and land on both sides of Leathermill Lane, fronting the Trent and Mersey Canal. In view of the latter sites connectivity with the core town centre it is hoped this scheme will deliver a step change in the physical environment, including opening up and enhancing the canalside frontage as an attractive feature, together with delivering improvements to the core town centre public realm and its conservation heritage including five conservation areas. The former Celcon site was originally part of the latter site but following planning permission is now being redeveloped as a Tesco superstore together with a petrol filling station and parking. Redevelopment of the Market Hall/Bus Station site will include a new market hall and revised bus station, together with the provision of a new anchor store. The Wellington Drive site will comprise a mixed use development of retail, business, office, residential and associated parking. This could include a medium sized food store. Taken together these three sites are seen as fundamental to delivering the strategy.

A fourth major development site, is the existing Aelfgar 6th Form Centre, which on relocation to a combined learning campus at Hagley Park, will leave this site available for residential development. All sites will be required to provide developer funding towards the regeneration and enhancement of the town centre, including the public realm, sustainable transport and leisure, community, cultural and recreational facilities.

The final section identifies more widely drawn policies to improve the public realm, transport and flood alleviation measures.

The AAP defines the Primary Shopping Area and specifies the types of uses that will be acceptable within this area. It also identifies areas that will be a priority for enhancement, key buildings and features of the town centre. The Town Centre and the Trent and Mersey Canal are designated Conservation Areas and there are another three Conservation Areas that are partly within the plan area. The enhancement of the canal is identified as a key part of the strategy in linking the existing core town centre and the new Tesco foodstore and will include the creation of a new Urban Public Space centred around the canal, together with the renovation of existing historic canal side buildings and the provision of a new canal basin, subject to feasibility and funding. Two of these five Conservation Areas (Rugeley Town Centre and Talbot Street/Lichfield Street) have been identified as 'At Risk' from unsympathetic alterations by English Heritage since 2009. These historic assets form a key part of the regeneration strategy in order to enhance the local distinctiveness of Rugeley Town Centre and combat deterioration and decline.

Monitoring is identified as an important aspect of the AAP. A framework has been identified to define targets and indicators that will allow monitoring to be carried out over the plan period.



RUGELEY TOWN CENTRE

1.0 BACKGROUND

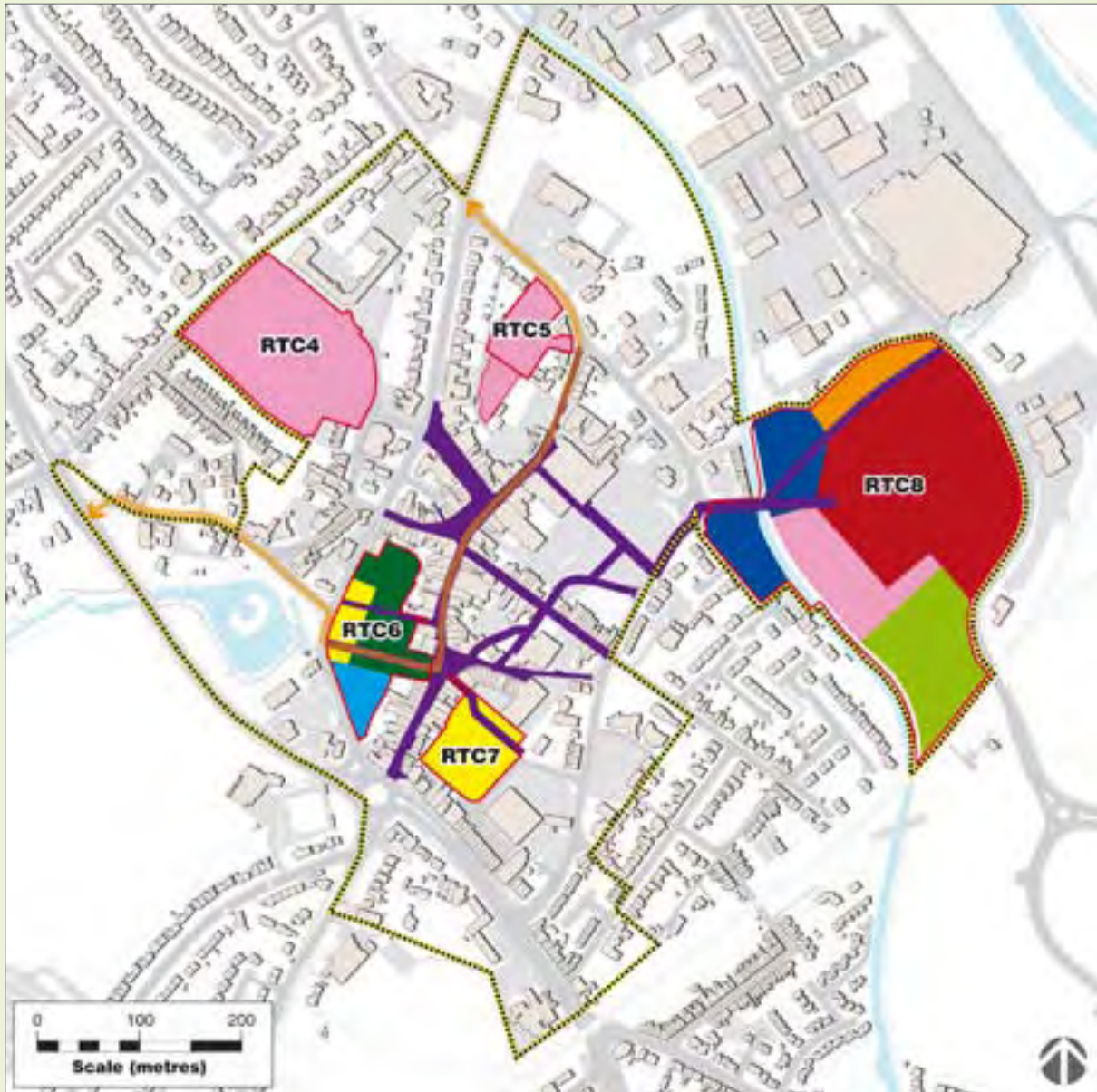


FIGURE 1.

Masterplan

- | | | |
|---------------------------|-------------|--------------------------------------|
| Site boundary | Residential | Employment or bulky retail |
| Possible site extension | Leisure | Residential with leisure opportunity |
| Area Action Plan boundary | Retail | Mixed use |
| Key pedestrian routes | Food retail | Bus station |
| Heritage trail | | |

1.0 Background

1.1 In 2006, the Council concluded that Rugeley Town Centre required specific detailed guidance to aid its regeneration and to attract new retail development. A retail study had shown that approximately one third of the town's population were shopping elsewhere in neighbouring towns and action was therefore required to reverse this trend. The urban fabric was also looking very tired and in need of investment. The Rugeley Town Centre Area Action Plan (AAP) has therefore been prepared to set out a planning framework to encourage future development. It includes general guidelines as well as identifying specific sites which are suitable for redevelopment within the plan period.

1.2 The AAP will guide the sustainable regeneration of Rugeley Town Centre over the plan period. Its purpose is to:

- promote the continuing development of Rugeley Town Centre for retail, commercial, leisure, tourism and transport purposes;
- assist in the determination of planning applications for new development proposals;
- ensure that the Council's decisions best reflect the needs and aspirations of residents shoppers, visitors, businesses and commercial interests in the town centre; and
- provide baseline information for the purposes of future monitoring.

Early Consultation

1.3 Issues and Options consultation on the Plan was carried out in March/April 2008, on Preferred Options in July/August 2009, followed by a Pre-Publication Draft in July 2010. Comments received in response to these consultations have been reviewed and taken into consideration in producing this version.

Policy Context

1.4 The policy context for the Local Plan is set out in the introduction to the Core Strategy section of Local Plan Part 1.

1.5 The Government's key objective for town centres, in the NPPF, is to promote their vitality and viability by planning for the growth and development of existing centres; promoting and enhancing existing centres by focusing development in them and encouraging a wide range of services in a high quality environment, accessible to all. Local planning authorities should work in conjunction with stakeholders to assess the need for retail, leisure, commercial, office, tourism, cultural, community and residential development in town centres, identify sites for development, develop spatial policies to secure investment to improve access to local facilities, and retain and promote markets.

Conservation Area Appraisals and Management Plans

1.6 Conservation Area Appraisals and Management Plans will set out the detailed considerations for each of Rugeley Town Centre's Conservation Areas to ensure that they are 'appreciated, protected and enhanced'.

1.0 BACKGROUND

Sustainability Appraisal/Strategic Environmental Assessment

- 1.7** A Sustainability Appraisal (SA) has been undertaken to determine the social, economic and environmental acceptability of the AA P options. The SA process involves a prediction of the social, economic and environmental effects of the options in relation to various SA objectives. The objectives are based on the key sustainability issues affecting Cannock Chase District and Rugeley Town Centre. A total of 17 options were appraised (three strategic spatial options and the options proposed for each of the Opportunity Sites). For each option it was determined whether there would be move towards or away from the achievement of each of the SA objectives.
- 1.8** Effects in relation to the capacity of existing facilities and services in the town to support new residents, provision of green space, and the design specifications of new development (e.g. the use of water and energy efficient fittings) cannot be determined at this stage. Effects relating to public transport provision i.e. the impact of the redevelopment of the bus station) cannot be determined without further details of the proposed development. A number of options propose 'redevelopment for any other use' and, similarly, the effects of these options also cannot be determined at this stage. The SA of the AAP can be found within the 'Cannock Chase Local Plan Sustainability Report for Cannock Chase District Council, 2012' which reports the sustainability appraisal and strategic environmental assessment of the draft Local Plan (Part 1) August 2012.

Habitats Regulations Assessment

- 1.9** An Appropriate Assessment of the Local Plan is required under the European Habitats Regulations to consider possible effects of the plan on ecological sites or species of European importance. This is reported in the 'Habitats Regulations Assessment of the Cannock Chase draft Local Plan (Part 1) 2012'.

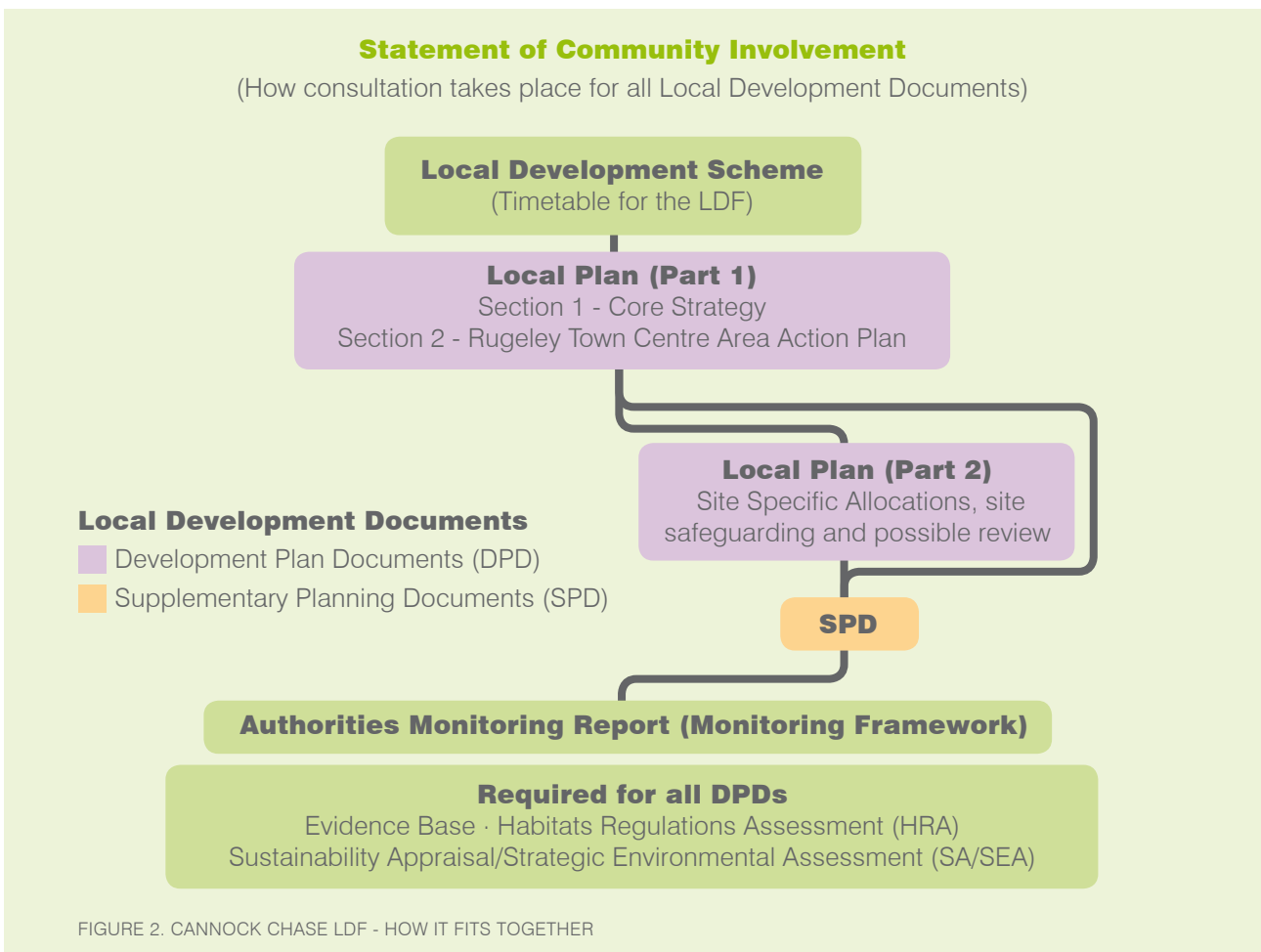
Equality Impact Assessment

- 1.10** An equality impact assessment (EqIA) is a tool for identifying the potential impact of the Council's Local Plan policies, services and functions on its residents and in this case the Rugeley Town Centre AAP. It can help the Council provide and deliver excellent services to residents by making sure that these reflect the needs of the community. By carrying out an EqIA, the Council may also ensure that the services that it provides fulfil the requirements of anti-discrimination and equalities legislation. Carrying out an EqIA is a statutory requirement.

Evidence Base

- 1.11** Since the Preferred Options consultation, an updated Cannock Chase District Retail Study has been published in October 2009. An update to 2028 has recently been commissioned. It identifies strengths and deficiencies in the existing retail offer of the three town centres including Rugeley, and appraises the future need for additional retail facilities. The findings of this study which relate to Rugeley and its catchment have informed this version of the Plan.

1.12 Level 2 Strategic Flood Risk Assessment (SFRA) undertaken for Rugeley Town Centre provides flood zone information for the Rising Brook which flows through Rugeley Town Centre largely in culverted sections. The SFRA assesses the flood hazard posed by the watercourse and assesses the residual risk from partial blockage of selected culverts. Flood zones have been identified as extending into parts of the sites identified as having opportunity for regeneration although the flood hazard is sufficiently low that development could occur. The SFRA states that, 'Such instances should be very carefully considered and a strong case for development put forward'. The greatest flood risk is to the Market Hall/Bus Station/Policy RTC6, with Flood Zones 2, 3a and 3b affecting large parts of the site. The SFRA indicates that land upstream of the Western Springs Road, acts as an informal flood storage area, offering a degree of mitigation for downstream sites within the town centre and in particular, the Market Hall/Bus Station site. Options to create a formal flood storage area at this location will be investigated in consultation with the Environment Agency. As a consequence, this land should be protected from future development. As the site lies within a larger area that has planning permission for an education campus, the County Council will be required to commission additional modelling work to identify the precise flood defence measures required and essential for the proposed school as well as town centre development. However, following the end of the BSF initiative by the Coalition Government, the proposed new learning campus has been dropped and alternative plans have emerged to develop a combined education centre on one of the existing two school sites, including the relocation of the existing Aelfgar 6th Form centre from the town centre (Policy RTC4).



2.0 TOWN CENTRE PROFILE



FIGURE 3. REGIONAL CONTEXT



FIGURE 4. THE AREA ACTION PLAN BOUNDARY SHOWN IN THE CONTEXT OF RUGELEY AND BREERTON

2.0 Town Centre Profile

- 2.1** Rugeley has a long history as a market town and has benefited from a prosperous industrial community since the early 13th century, encompassing tanning, iron, glass, mining and the presence of the Trent and Mersey Canal. This has provided the town with a varied townscape, from period buildings framing small scale public squares, through to modern industrial zones organised around functional infrastructure. An Extensive Urban Survey for Rugeley (2010) has highlighted its historic importance including its areas of archaeological potential, significant buildings and character areas.
- 2.2** The town functions as a local service centre for the north of the District and, whilst not as large as Cannock Town Centre, its role and function in the north is similarly important as Cannock's in the south. However, due to the proximity of major centres such as Stafford and Lichfield, there is a significant loss of trade from Rugeley and its catchment to these competing centres. This is particularly true for Stafford, which not only draws a significant proportion of non-food trade from Rugeley's catchment, but more importantly draws significant convenience goods trade from Rugeley's catchment. Rugeley's convenience offer is significantly below that which could be expected of a town of its size. The District Retail Study, 2009, showed that 32% of Rugeley residents do their shopping in other competing towns. In order to improve vitality and viability land uses that generate and attract users are required.
- 2.3** In the town centre, Upper and Lower Brook Street and Market Street comprise a pedestrian priority zone which widens at key junctions to form squares, such as Market Square, which is a particular focal point. These streets and squares form the historic spine of the town centre and still act as the town's primary retail area. Existing tree planting and significant soft landscaping within the town centre is limited and would benefit from enhancement. There is also clear potential to improve connections leading into principal retail streets from surrounding areas. The Rising Brook flows through the town centre core but is mostly culverted so any opportunity to open sections could enhance the public realm and local identity.
- 2.4** The predominantly period streetscape provides a varied backdrop of mostly two or three storey buildings with the predominant materials being brick and render with stone dressings and roofs of small tiles and slate. Modern ground floor shop fronts detract from the original architecture of some of these buildings and, as a result, the success and integrity of these streets relies largely on the variety of original facades present at upper floor levels. Modern buildings within this area offer only limited architectural interest and sometimes jar with the town's historic building fabric.
- 2.5** A significant number of buildings are suffering from a longstanding lack of maintenance and the historic fabric above ground floor level is slowly deteriorating leading to some pressure for replacement rather than conservation and repair. This is having a negative effect on the character and appearance of the town centre.

2.0 TOWN CENTRE PROFILE

- 2.6** The human scale of the historic town centre contrasts with the area flanked by Leathermill Lane and the Trent and Mersey Canal, which is predominantly industrial in nature. Although some environmental improvement works to better link the canal with the town centre were undertaken in 1999 as part of the Trent Challenge SRB scheme, the potential of the canal has largely been overlooked in recent decades in favour of a townscape which is orientated towards road distribution. Improvements to the towpath and Love Lane, will be delivered as part of the Tesco store development, together with raising general awareness of its presence in the town, would improve the canal's potential to act as a catalyst for new development, which would, in turn, better connect the new Tesco superstore development with the town centre.
- 2.7** Rugeley Town Centre has had limited new development since the mid-1980s and would benefit significantly from development which is sympathetic to its five conservation areas, with a particular emphasis on improving the public realm. Where possible, connectivity should be encouraged and the town's existing theme of linked squares could be extended. An attractive overall built form presenting frontages to surrounding streets with hard and soft landscaping to complement buildings and materials to respect local characteristics could contribute to the unified design of public spaces and routes.
- 2.8** The town has been the subject of a variety of transport improvements in recent years, most notably the completion of the Rugeley Eastern Bypass in September 2007 to reduce traffic on the A51 through Rugeley Town Centre. The Bypass has also helped to provide improved access to employment opportunities in and round the town, not least the Towers Business Park on the former Lea Hall Colliery site. Rail services had seen some improvements to the frequency of the weekday service between Rugeley-Birmingham 'Chase Line' service and a new hourly Crewe- Rugeley-London service along the West Coast Main Line in December 2008. Walsall-Rugeley route electrification was approved by the Government in July 2012, for implementation between 2014-19. Bus services have seen some improvements to the frequency of inter-urban routes to Stafford, Lichfield and Cannock, although peak time local town services have been withdrawn.



RUGELEY TOWN CENTRE AND THE TRENT AND MERSEY CANAL

3.0 VISION AND OBJECTIVES

3.0 Vision and Objectives

Vision

- 3.1** The Vision for Rugeley Town Centre to be achieved by the end of the fifteen year Plan period is drawn from the wider Visions for the District and for Rugeley and Brereton contained in the Area Implications chapter of the Core Strategy.

Objectives

- 3.2** Five key objectives have been identified which are based upon those detailed in the previous consultation documents. A strong theme runs through all the objectives emphasizing the importance of creating appropriate environments around buildings to enhance the attractiveness and biodiversity of the area, with resulting economic benefits to the town centre. Reduction of flood risk within the Town Centre Plan area will need to be taken into account. The key objectives are:-
- **Shopping** – ‘A more competitive town centre which provides for the daily shopping needs of its local community.’
 - **Movement and Access** – ‘A centre which is accessible to all and benefits from increased pedestrian and cycle linkages.’
 - **Community, Leisure and the Arts** – ‘A centre which stays alive in the evening as well as the daytime and provides cultural and leisure opportunities for residents and visitors alike.’
 - **Conservation and the Built Environment** – ‘High quality public spaces which complement the existing Conservation Areas enhance the green infrastructure network and take full advantage of the Trent and Mersey Canal.’
 - **Housing** – ‘An increase in the resident population through the provision of high quality housing in appropriate locations with a mix of dwelling types.’

4.0 STRATEGIC POLICY

4.0 Strategic Policy


Policy RTC1 - Regeneration Strategy

Rugeley town centre, as identified on the Policies Map, will be improved by a series of complementary regeneration measures. The strategy for the plan period, and beyond, envisages consolidation and improvement of the historic core of the town focused on the Rugeley Town Centre Conservation Area, balanced by new growth around the Trent and Mersey Canal (also a Conservation Area) to the east, raising the canal's profile within the town by improving physical links and enhancing it's focus as a leisure destination. The strategy is illustrated in figure 5.

Regeneration will include the development of key sites within the core town centre and improvements to its urban fabric, aided by the current Tesco store development to the east of the canal. This will be accompanied by measures aimed at creating an improved public realm between the historic centre and the canal via a combination of landscape improvements and/or new development. The town centre regeneration will be phased over the plan period and will enhance Rugeley's local distinctiveness.

Reasoned Justification

- 4.1** Early Action Plan consultation considered three distinct spatial options for regenerating Rugeley Town Centre:
1. Consolidate development within the existing core town centre.
 2. Promote edge of centre retail development balanced by a strengthened core town centre.
 3. Expand the core town centre to the east.
- 4.2** Option 2 can be seen as a development of Option 1 and similarly Option 3 is a development of Option 2. The subsequent responses pointed to Option 3 as the preferred Option. It is recognised that Option 3 is relatively ambitious and is more likely to be achieved through phased development towards the end of the ten year plan period. The Town Centre Regeneration Strategy has therefore been developed on the basis of Option 2 as a first phase of proposals for the further expansion of the town centre, providing the opportunity to move towards Option 3.
- 4.3** Overall the strategy seeks to improve vitality and viability by encouraging greater representation of high street 'names' and quality independent shops. This will be enabled through prioritising the development of key sites identified in the Plan, which are of sufficient size to allow the development of substantial units which can meet the needs of modern retailers, and through policy which supports appropriate future redevelopment on other sites. There are three retail proposals that are key to the Strategy, these being developments at Wellington Drive, the Market Hall/Bus station site, and the new Tesco development, under construction. These need to be designed to complement each other, with the former two sites seeking to provide a range of retail units suitable for modern high street retailers within the core town centre. Such development will add to, rather than replace, the existing retail offer in order to make sufficient provision to encourage locally generated expenditure to also be spent in the town.

- 
- 4.4** The current Tesco store development will provide local residents with a choice of food retail destinations and help curb the leakage of local expenditure to other towns. At the same time the strategy seeks to renew and improve the existing core town centre environment to create a cohesive public realm, to be achieved through a more consistent approach to urban design. In this regard the qualities lying behind the town centre's status as a Conservation Area will be used to encourage investment which is sympathetic.
- 4.5** Edge of centre retail development at the Leathermill Lane site will be expected to help open up the Trent and Mersey Canal which runs in close proximity. The canal-side environment has the potential to become a leisure destination in its own right by the introduction of appropriate leisure development based around food, drink and entertainment. The strategy will seek to provide additional mooring facilities including the possibility of a canal basin, improved canal paths and interpretation facilities, and through the provision of services to encourage overnight stays. The Canal is relatively well utilised in itself but offers limited views and poor linkage to and from the town centre. As a consequence, there is also untapped potential to attract more use of the town's facilities by those who pleasure boat along the canal, as well as opportunities to improve the biodiversity and recreational value of the canal.
- 4.6** The area between the canal and the core town centre currently presents a poor quality public realm dominated by road traffic, car parking and the service frontages of town centre shops. Measures aimed at creating an improved public realm in this area will be progressed via a combination of landscape improvements and/or new development, removing barriers to pedestrian access and enhancing attractiveness to create an 'outward face' for the town centre.
- 4.7** In September 2009, Rugeley was selected by the former Advantage West Midlands as one of 15 locations across the region to benefit from a £250,000 Response Package to help market towns during the recession. The funds were allocated to support the independent retail sector in market towns across the region affected by the recession and a report with practical recommendations for future actions will be produced together with an action plan, business support and skills development advice. The Response Package complements work on encouraging town centre investment already started through the Rugeley Town Centre AAP.

4.0 STRATEGIC POLICY

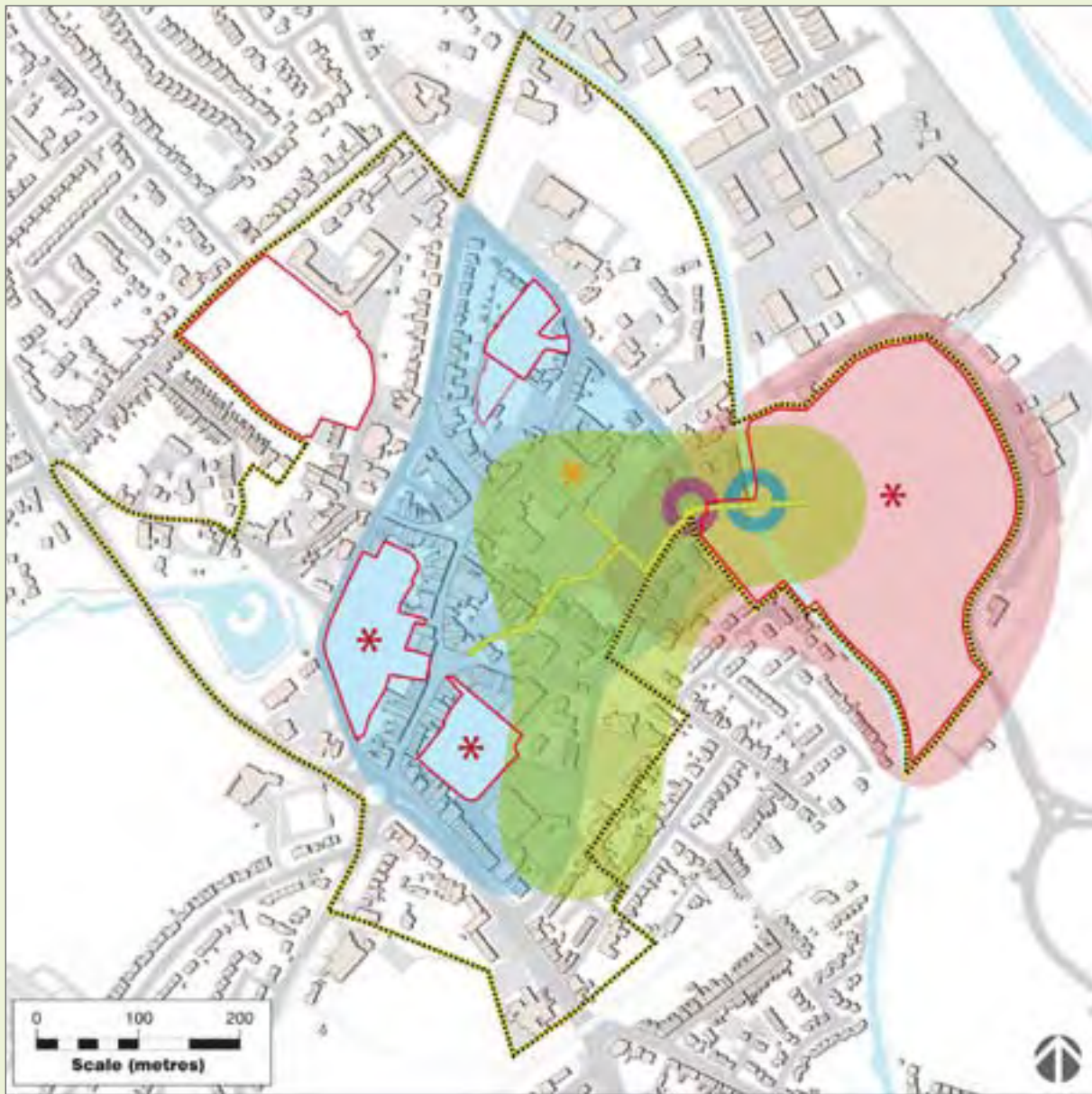


FIGURE 5.

Strategic Town Centre Development

- Site boundary
- Area Action Plan boundary
- Food retail and associated regeneration area based around new leisure destination
- Expanded and consolidated town centre including improvements to urban fabric
- Improved public realm via landscape improvements and new development
- Environmental and landscape works associated with route improvement
- ⊗ Highway junction improvement
- ⊗ Improved canal access/leisure destination
- ✱ Existing retail anchor
- ✱ Opportunity sites (future retail anchors)

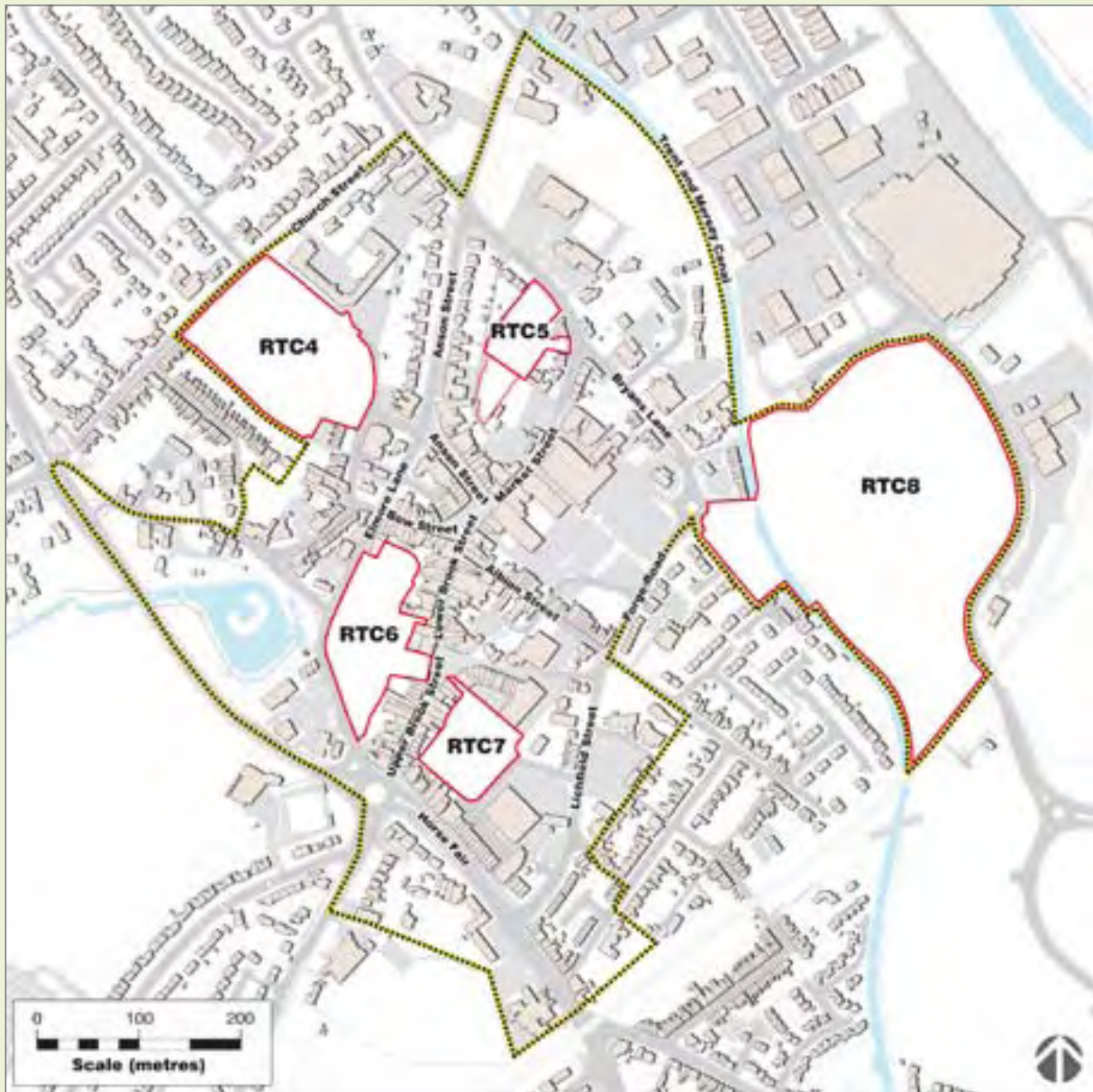


FIGURE 6.

Sites

— Site boundary

▬ Possible site extension

▬ Area Action Plan boundary

RTC4 Aelfgar Centre/Former Squash Courts, Taylor's Lane

RTC5 Market Street garages

RTC6 Rugeley Market Hall, Bus Station and surrounding area

RTC7 Land adjacent to Wellington Drive

RTC8 Former Celcon Blockworks Site, Leathermill Lane and surrounding area

4.0 STRATEGIC POLICY

Policy RTC2 - Town Centre Land Uses

Retail Provision

The Rugeley Primary Shopping Area is defined on the Policies Map. There will be a presumption in favour of retaining a high proportion of A1 uses at ground floor level within the primary shopping area. Other A class uses will be supported only where they would not result in an adverse impact on the primary retail functioning and overall vitality of individual blocks of units and the centre as a whole. Other uses will only be supported at first floor level or above. Priority will be given to developing and maintaining a mixed community of businesses and residential uses above shops and other class A uses, by permitting changes of use of vacant or underused floorspace.

Extensions to existing buildings for the uses described above will be supported provided that the design requirements of Policy RTC3 are met. Provision for cycle storage and waste re-cycling shall be made in connection with extensions or changes of use. Provision of on site car parking will not be required.

Retail premises in Rugeley Town Centre outside the Primary Shopping Area may be appropriate for conversion to residential uses that contribute to meeting local housing need. Small infill sites in Rugeley Town Centre outside the Primary Shopping Area are generally appropriate for residential development unless identified for other uses. These should be high density development and contribute to meeting local and affordable housing need.

Re-development of any larger sites outside the Primary Shopping Area which have not been identified individually in policies RTC4 to RTC8, will be supported for either residential or mixed residential/leisure/business uses that do not undermine the vitality and viability of the Primary Shopping Area and contribute to improving the quality of the urban fabric by meeting the requirements of design policy RTC3.

Leisure, Community, Cultural and Recreational facilities

Development proposals will be supported for the creation of new or enhancement of existing facilities that will add diversity to the cultural scene, such as a cinema, bowling alley, youth drop in centre or other leisure and cultural attractions. Developer contributions for the provision of such facilities would be required from the redevelopment of the Aelfgar; Market Hall/Bus Station; Wellington Drive and Leathermill Lane/Trent and Mersey Canal Corridor sites, as set out in policies RTC4, and RTC6 to RTC8, unless they are provided as part of any development.

Reasoned Justification

Retail provision

- 4.8 Rugeley Town Centre** - The strategy recognises that the town centre is the most appropriate location to concentrate various complementary uses, such as retail, offices, public transport, leisure, commercial, tourism, housing, cultural, residential and community uses. It accepts that there is a need to improve the town centre environment both in qualitative and quantitative terms, including the urban fabric and street scene in order to address the deficiencies that have been identified during the two previous consultations on the Plan. The Council will work in partnership with the private sector and the local community, to develop town centre management strategies to co-ordinate improvements.

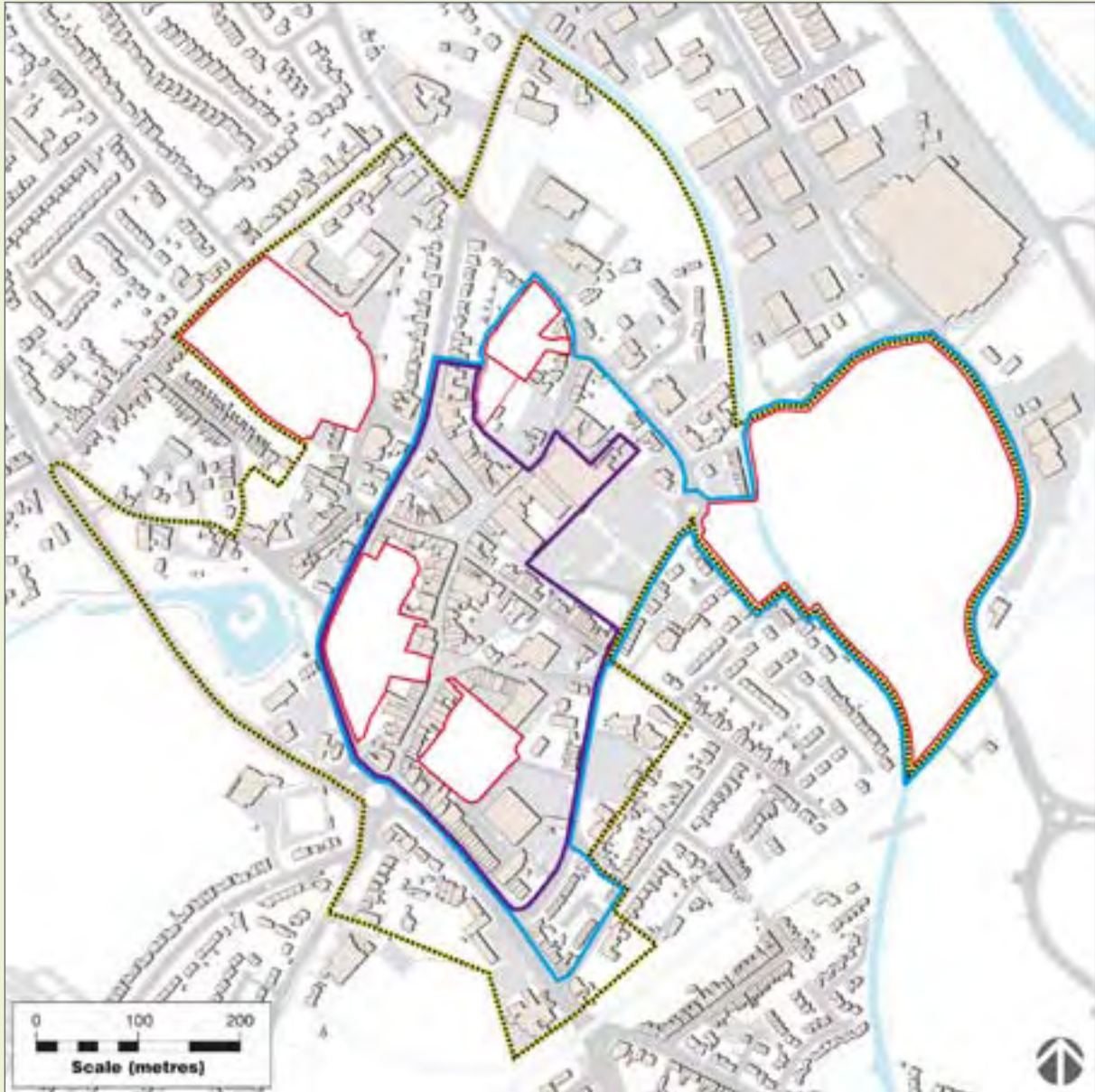


FIGURE 7.

Rugeley Town Centre Policy Boundaries

- Site boundary
- - - - - Possible site extension
- - - - - Area Action Plan boundary
- Primary shopping area
- Town centre boundary

4.0 STRATEGIC POLICY

4.9 Primary Shopping Area - The Primary Shopping Area is centred on the medieval street pattern, with Upper and Lower Brook Street, Brook Square and Market Square areas, forming the historic spine to the this area defined on the Policies Map, and largely coinciding with the Rugeley Town Centre Conservation Area.

4.10 Residential Conversions - The conversion of retail premises outside the Primary Shopping Area to residential uses may be appropriate where this supports the consolidation of the town centre. However, conversion may not be appropriate if the conversion would form a discontinuity in the frontage and result in a number of adjacent retail units being isolated from the rest of the town centre.

4.11 Residential Infill Sites - As part of the consolidation of the town centre, it is appropriate to develop small sites for residential development. Small infill sites will generally be up to 0.1 hectares. High density developments are most appropriate for town centre locations.

4.12 Mixed-Use Developments Outside the Primary Shopping Area - Larger sites in the town centre but outside the Primary Shopping Area should seek to support activity in the town centre but not undermine the function of the main shopping area. Mixed-use developments should increase the sustainability of the town centre and the wider Rugeley area. Developments that increase the number of jobs for local people are encouraged.

4.13 Buildings should be adaptable to the changing needs of the occupants. This can mean, for example, designing multi-use buildings with different uses on different floors of the building. This type of building will be particularly appropriate in Rugeley's core town centre, where there are many small shops that have no demand for retail use on the first floor and above, but which have space that could be put to more productive use.

Leisure, Community, Cultural and Recreational facilities

4.14 Developers will be expected to consider the potential of all sites to make provision for leisure, recreational, community or cultural activity within or on the edge of Rugeley Town Centre.

4.15 Increasing the variety of stimulating attractions for visitors and local residents is an important objective that was identified by many people, particularly younger people, during the Issues and Options and Preferred Options consultations in 2008 and 2009. Facilities that add diversity to the cultural scene, including cultural attractions, and cultural employment uses will be encouraged in the appropriate locations.

4.16 Developers will be expected to consider the potential of all sites to make provision for cultural attractions, which are an essential part of the vision for Rugeley Town Centre. Such uses will help to attract people to a site, to create activity at street level.

4.17 All new development and the conservation and enhancement of significant buildings, their settings and the public realm will be expected to address the urban design principles set out below. In addition the Council will develop and promote a Rugeley Town Centre Improvement Scheme to help revitalise the urban fabric of Rugeley town centre. The scheme will undertake or support appropriate projects which regenerate the historic core and actively promote the urban design principles. Where possible the scheme will be developed in partnership with others, utilising developer contributions and working closely with English Heritage.

Policy RTC3 - Urban Design Principles

All new development and the conservation and enhancement of significant buildings, their settings and the public realm will be expected to address the urban design principles set out below. In addition the Council will develop and promote a Rugeley Town Centre Improvement Scheme to help revitalise the urban fabric of Rugeley town centre. The scheme will undertake or support appropriate projects which regenerate the historic core and actively promote the urban design principles. Where possible the scheme will be developed in partnership with others, utilising developer contributions and working closely with English Heritage.

Urban design principles

1. Reflect the characteristics of the Historic Urban Character Areas (HUCA's) in new development, alterations to existing buildings and their settings and the design and materials of shopfronts and signage to strengthen local distinctiveness and reinforce Rugeley's unique sense of place.
2. Encourage active frontages and enhanced boundary treatment to surrounding roads such as Elmore Lane and Forge Road to screen parking and servicing areas and create an 'outward face' to the town centre.
3. Respect the human scale of the town centre and its historic skyline, including views through the town centre, whilst providing opportunities for contemporary design and innovation.
4. Raise the profile of the Trent and Mersey Canal and enhance its setting with appropriate new waterside development and the conservation and reuse of traditional canalside buildings whilst protecting its 'green' character and wildlife value and linked to opportunities to link the canal corridor to the wider green infrastructure network.
5. Extend and enhance pedestrian links between the town centre and the Park, Canal, public transport nodes and surrounding residential areas to encourage sustainable travel.
6. 'Green' the urban town centre with tree planting and improve the public realm to enhance its attractiveness as a destination and improve biodiversity.
7. Encourage and promote the use of Rugeley's squares and spaces for community events and markets to complement town centre shops and other facilities and attract a wide range of visitors.
8. Open up Rising Brook, where feasible, creating focal points to reinforce Rugeley's identity, as envisaged in Policy RTC6, including flood mitigation measures agreed with the Environment Agency and having regard to biodiversity interests.
9. Work with building owners to encourage a high standard of repair and reuse of traditional buildings and take advantage of opportunities to upgrade modern building frontages to improve attractiveness of the town centre.
10. Reinforce references to Rugeley's history and canalside location using public art and information.
11. Encourage environmental best practice, sustainable construction, waste management and flood mitigation measures, and ensure that the town centre is well-managed, clean and safe.

4.0 STRATEGIC POLICY

Reasoned Justification

- 4.18** The economic regeneration of Rugeley Town Centre will be stimulated by physical regeneration of its built environment based upon a set of principles which guide proposals, address existing deficiencies in the urban fabric and create appropriate enhancement. These principles are the basis of Policy RTC3. Keeping buildings in economic use is the key to keeping them in a good state of repair, and conservation and sustainable economic growth are complementary objectives. Buildings are a valuable material resource capable of offering attractive living and working conditions and which encourage inward investment.
- 4.19** Rugeley Town Centre is currently inward-looking and does not always relate well to potential development sites which lie outside the existing retail core. Large unappealing service areas and car parks surrounding the historic core and some unsympathetic rear extensions added in an ad-hoc fashion face surrounding roads open to view by passers-by and from surrounding residential areas. Development of key sites with active frontages and improved boundary treatment with planting would make significant improvements.
- 4.20** Rugeley's Clock tower and St Joseph and St Etheldreda's Church spire are local landmarks of particular note and are visible at various points through the town centre. The varying rooflines and profiles of town centre buildings create visual interest to views. Attractive views through the town centre should be retained and protected in development of all sites.
- 4.21** A Historic Environment analysis identifies Historic Urban Character Areas (HUCAs) and significant buildings based upon the Staffordshire County Council/ English Heritage Rugeley Extensive Urban Survey (EUS) and relevant Cannock Chase Council Conservation Area Appraisals. HUCAs falling within the Area Action Plan boundary and summaries of their character drawn from the EUS are identified in Appendix 2C. Parts of the HUCA's would benefit from specific Area Action Plan policies as follows:
- **Repair and reuse of historic buildings** - HUCA's 1, 5, 12
 - **Active frontages to roads** - HUCA's 2, 3, 7, 12, 13
 - **New development to respect its historic context** - HUCA's 1, 2, 7, 9, 11, 12,15
 - **Raise profile of Canal** - 4, 5, 15
 - **Enhance town centre with tree planting and improved linkages** - 1, 2, 7, 8, 15, 21
 - **Upgrade existing modern frontages** - HUCA's 2, 6
- 4.22** This analysis sets the context for Rugeley's unique sense of place and, together with the Conservation Area Appraisals and Management Plans, inform the development of high quality built form and public realm to strengthen identity.

- 4.23** Rugeley's buildings and their layout create the locally distinctive environment of the town centre and frame the public spaces. Although interrupted by modern infill of varying quality, Rugeley retains significant lengths of historic frontage with distinctive features, most clearly visible above ground floor level. The town's waxing and waning economic fortunes have resulted in repeated reuse of ground floor units with consequent changes to shopfronts etc, so it is mainly the upper levels, generally in use for ancillary storage with some offices or flats, which have been underused and are little changed externally. They have also been little maintained and are now slowly deteriorating to the extent where replacement of features is beginning to take precedence over repair, with consequent loss of historic interest. English Heritage highlighted Rugeley Town Centre as a 'Conservation Area at Risk' from unsuitable alterations since 2009.
- 4.24** Conservation of the built environment could act as a catalyst for the wider regeneration of the town to encourage inward investment and confidence to benefit the local economy and community. The Council has entered into a Partnership Scheme with English Heritage (PSICA) to address deterioration of the urban fabric as a key to enhancement of economic vitality and viability, together with encouragement of property owners to take care of their buildings as assets. The focus of the scheme is on repairs to historic buildings in the Conservation Areas to encourage reuse and benefit appearance, and comprises a range of works to a number of buildings. It could also cover work to the public realm to repair/reinstate it where it would enhance the Conservation Areas and reinforce commercial attractiveness and local distinctiveness as a key to enhancement of economic vitality and viability, together with encouragement of property owners to take care of their buildings as assets. The majority of the main town centre frontages fall within one or other of the Conservation Areas, the main exception being a length of modern frontage on Horse Fair, which could benefit from a separate scheme of refurbishment.
- 4.25** Efforts have been made for many years to secure appropriate design and materials for shopfronts and signage in the town centre, however lack of maintenance and deterioration together with unsympathetic signage erected under deemed advertisement consent has in some cases resulted in the poor appearance of parts of the town centre. Some modern infill development from the 1960's and 70's, though 'of its time', at best has a neutral impact on the town centre. A programme to encourage repair and reuse of historic buildings with a facelift of some modern infill, such as in Brook Square and along Horse Fair and involving initiatives to clear clutter, repair and improve signage, together with encouragement of property owners to 'buy into' this policy, could make a significant contribution.
- 4.26** Accessibility of the town centre by a variety of means of transport including ease of parking and servicing directly affects viability and sustainable transport policies require that pedestrians, cyclists and the disabled are well catered for.
- 4.27** The Urban Design principles therefore aim to guide future built development of the town centre and stimulate a high standard of design.

4.0 STRATEGIC POLICY

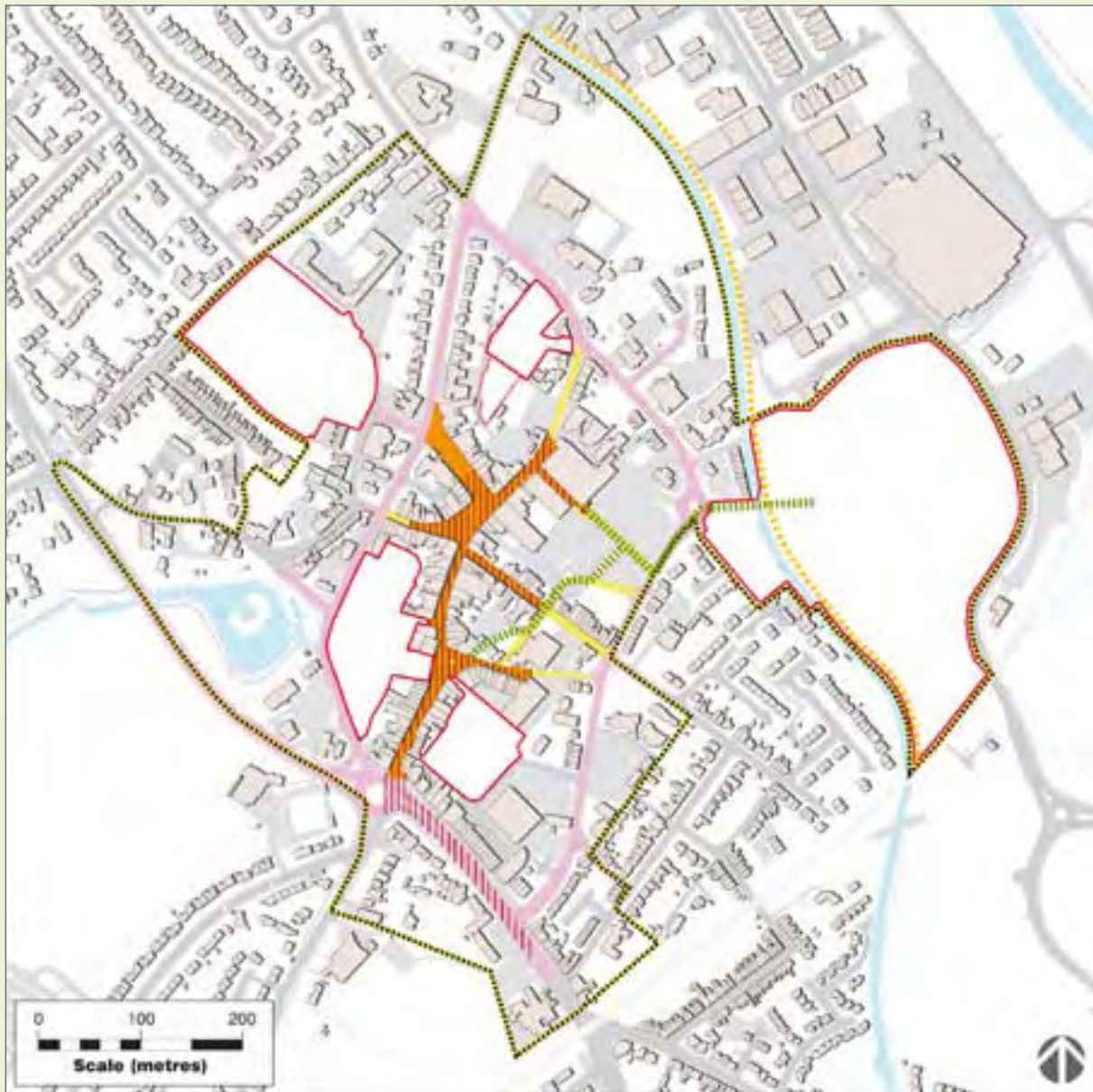




FIGURE 8.


Routes


 Site boundary

 Area Action Plan boundary


Existing Route Hierarchy

 Primary pedestrian route

 Secondary pedestrian route

 Tertiary pedestrian route

Proposed Route Enhancements

 Priority route enhancements

 Canal towpath enhancements

 Town centre public realm enhancements

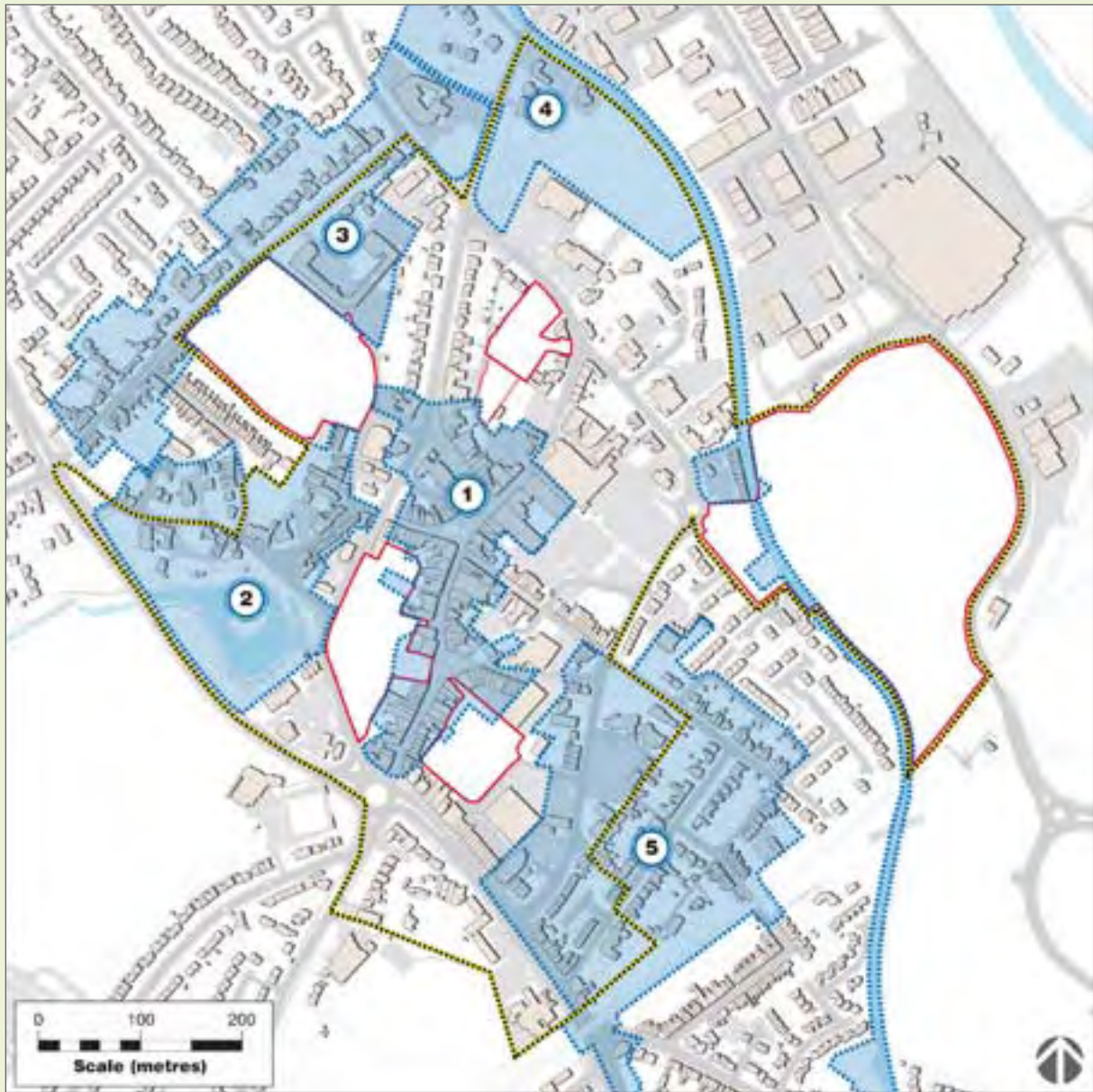


Figure 9.

Conservation Areas

- Site boundary
- Area Action Plan boundary
- Conservation area boundaries
- 1 Rugeley town centre (historic core)
- 2 Sheep Fair/Bow Street
- 3 Church Street
- 4 Trent and Mersey Canal
- 5 Lichfield/Talbot Street

5.0 SITE POLICIES

5.0 Site Policies

5.1 These policies relate to Opportunity Sites and should be read in conjunction with other policies in the Local Plan.

Policy RTC4 - Aelfgar Centre/Former Squash Courts, Taylors Lane

The redevelopment of the site for residential use will be pursued on the land identified on the Policies Map. The layout will be focused around an extension of Taylors Lane linking Elmore Lane and Church Street. A revised access to the Rose Theatre and car park will need to be provided. The development could comprise a mixture of residential dwelling types, including affordable housing. The site abuts the Church Street Conservation Area and development will need to respect this in terms of design, materials, scale and massing, together with the adjacent Rugeley Town Centre and Sheep Fair/Bow Street Conservation Areas. A density range of between 30-40 dwellings per hectare would be appropriate to the site. Any development would need to retain the trees covered by Tree Preservation Orders within the site. A development brief will need to be prepared and approved prior to any development taking place.

Reasoned Justification

- 5.2** The site is identified as a developable site within the Cannock Chase Strategic Housing Land Availability Assessment (May 2012) which has been previously developed and is available for housing development. It is considered that the site has potential for an element of affordable housing. However, the availability of the site is ultimately dependent on it being released by Staffordshire County Council, and its relocation to a combined new learning campus based on the existing Fair Oak Business and Enterprise College and Hagley Park Sports College, which will include a new 6th Form Centre to replace the existing Aelfgar facility.
- 5.3** Figure 6 and the Policies Map identify the site boundaries. It is considered that the site could accommodate a mixed housing scheme comprising town houses, semi-detached houses, flats for the elderly, apartments and affordable units, at a site density of around 30-40 dwellings per hectare. Development of the site should also seek to improve pedestrian accessibility around the northern edge of the town centre. Taylors Lane provides vehicular access to the Rugeley Rose and YMCA and pedestrian access to Church Street and the doctor's surgery. As a historic route it must be preserved and enhanced. The Rugeley Rose would also benefit from an improved approach and visibility.
- 5.4** The site adjoins and forms a link between three Conservation Areas each containing attractive historic buildings. In this context development should create an attractive built frontage to Church Street and Taylors Lane, and an attractive view from Anson Street and the town centre. Achieving a suitable scheme, may justify merger of these Conservation Areas. The western boundary has a frontage with the Church Street Conservation Area, where substantial detached buildings and more modest terraced houses of 19th Century date stand close by the site. Boundary treatment to existing frontages is good, with the high brick walls, decorative gateposts and gate at no. 30 opposite the site being characteristic. The Aelfgar Centre, a 1930's building with long frontages facing the site, stands adjacent.

- 5.5** On Bow Street nearby are an attractive terrace of almshouses, well detailed and decorated and set back from the road behind brick walls and a communal garden. New development on the site must therefore acknowledge and complement this varied context through design, scale and materials and ensure that views in and out of each Conservation Area are preserved and enhanced. The site also contains mature trees including a tree group protected by Tree Preservation Order and highlighted in the Church Street Conservation Area Appraisal, and their significant visual contribution to the area should be addressed in the design of the development. Private amenity space should adjoin existing gardens on Lion Street.
- 5.6** The site is located within a low probability, Flood Zone 1, however a Flood Risk assessment (FRA) will still have to be prepared for the redevelopment of the site, including a Drainage Impact Assessment (DIA) to demonstrate that runoff from the site will be the same as in the pre-development case, together with the use of Sustainable Urban Drainage Systems (SUDS).

Movement and Access

- 5.7** The future development of the site must incorporate new combined vehicular and pedestrian access points from Taylors Lane and Church Street which will facilitate safe and efficient vehicular movement. The access points to the site must be acknowledged as gateways by the future development helping to guide pedestrians and vehicles onto the site. This may take the form of a contrast in materials or massing and should include appropriate hard and soft landscape treatments. The Council does not wish to see a new vehicular route through the site however improved pedestrian links will be required and this should include the enhanced route along the north-eastern site boundary. New and enhanced pedestrian routes will need to be accessible, safe, well lit and signed and acknowledged by well defined gateway areas.

Public Realm, Landscape and Frontages

- 5.8** The future development of the site must retain the existing trees which line the rear boundaries of the Lion Street properties. These trees should be incorporated within a landscaped buffer separating new development from the adjacent residential properties.
- 5.9** The vehicular gateways to the site should be acknowledged by high quality public realm and landscape treatment.
- 5.10** The external perimeter of the site which fronts vehicular and pedestrian routes should have lively frontages. Boundary walls and dead (windowless elevations) will not be welcomed on these routes.

5.0 SITE POLICIES

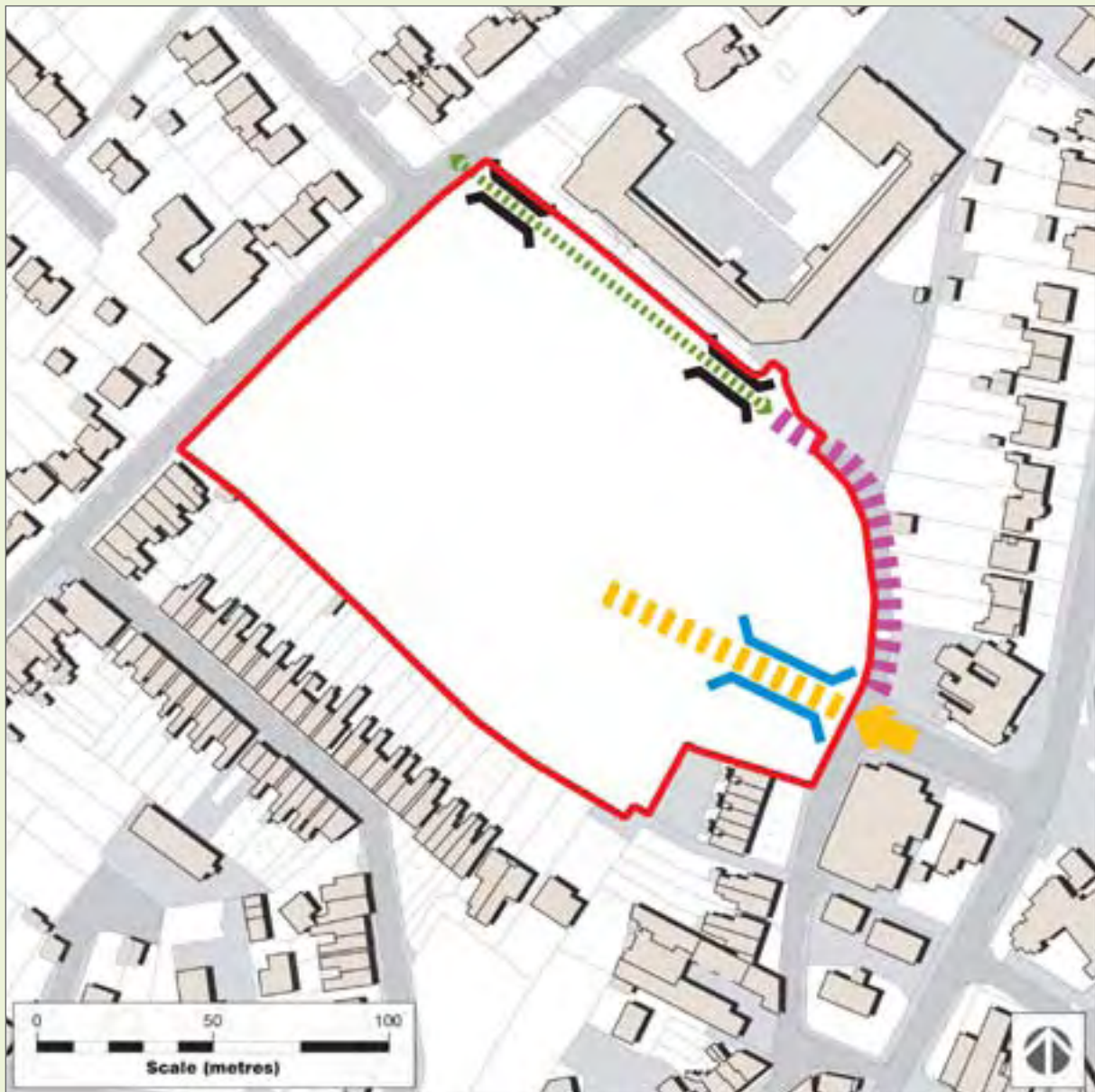








FIGURE 10.

Site RTC4 Aelfgar Centre/Former Squash Courts, Taylor's Lane

Movement and Access

-  Vehicular/pedestrian access points
-  Principal vehicular/pedestrian gateway
-  Principal vehicular/pedestrian route
-  Pedestrian only gateway
-  Enhanced vehicular/pedestrian access to Rugeley Rose and YMCA
-  Pedestrian only route

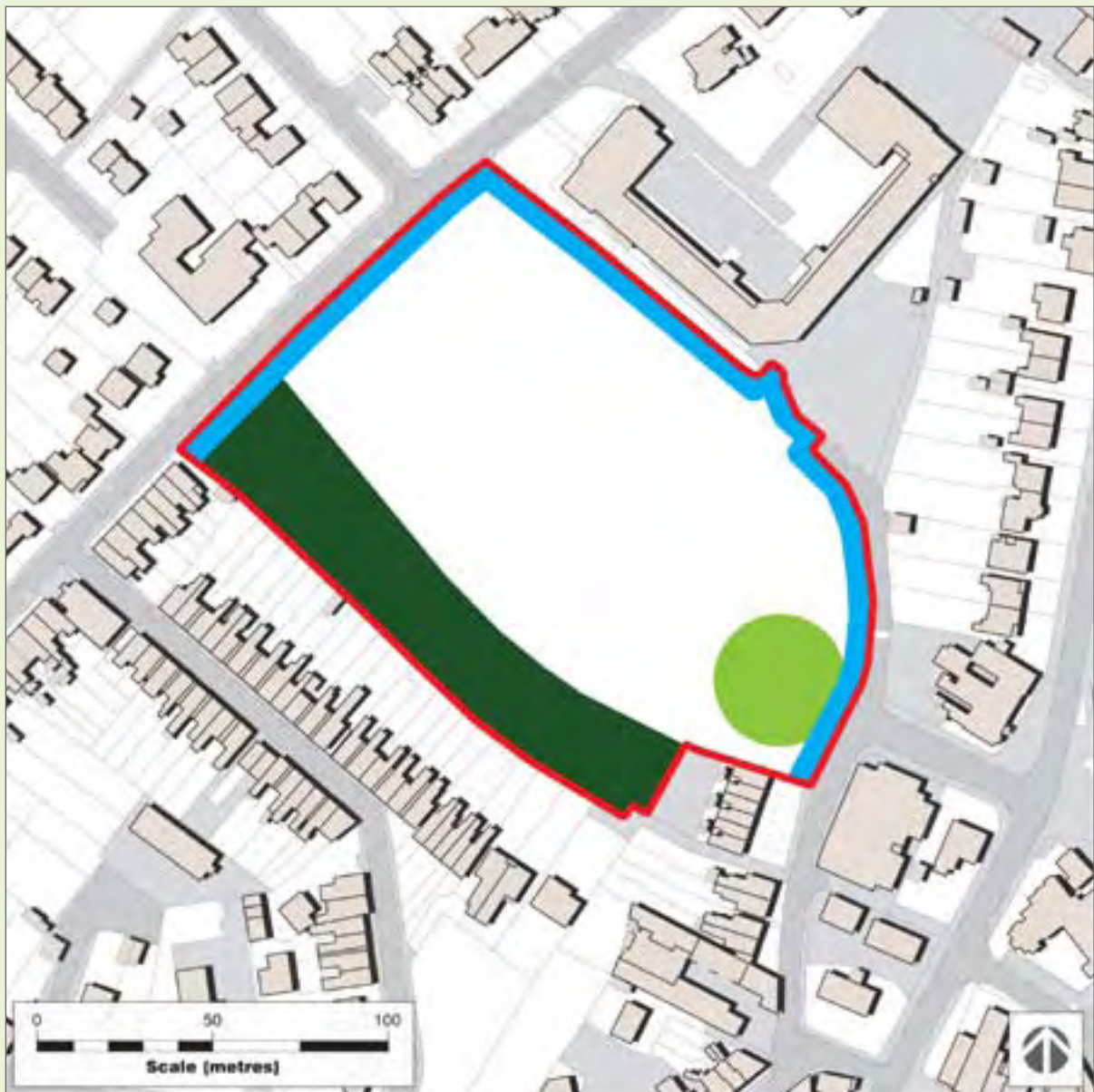


FIGURE 11.

Site RTC4
Aelfgar Centre/Former Squash Courts, Taylor's Lane

Public Realm, Landscape and Frontages

- Landscaped gateway
- Retained and enhanced landscape buffer
- Significant new frontages

5.0 SITE POLICIES

Key Players

- Staffordshire County Council – major landowner and has a key role in facilitating site assembly, disposal and obtaining planning permission.
- Cannock Chase Council – minority owner of site comprising former Squash Courts and as Local Planning Authority.
- Developer.

Land Ownership Issues

- The overall site is in the ownership of Staffordshire County Council or Cannock Chase Council.

Priority

- Early part of Plan period (subject to progress with new school development).

Infrastructure Requirements

- New road layout including revised access to Rose Theatre and YMCA.
- FRA to be prepared and submitted to Cannock Chase Council.
- Public realm improvements in the area as detailed in the Public Realm Policy, together with improvements to leisure, community, cultural or recreational facilities.

Delivery Mechanism

- Site to be developed as a single overall comprehensive package.

Policy RTC5 - Market Street Garages

The site is identified as suitable for residential development. Any development could comprise a mixture of residential dwelling types, including affordable housing, fronting Market Street and accessed off Market Street. A site density of between 30 - 50 dwellings per hectare would be appropriate to the site. The proposal allows for the BT telephone exchange site to be incorporated into the development at a later stage, in the event that it was declared surplus to requirements at a future date. Any development on the Market Street frontage would need to be compatible in design, scale, materials and massing with the listed buildings on the opposite side of Market Street. Development proposals should also seek to identify suitable alternative sites or premises for existing business tenants. A Flood Risk Assessment will need to be prepared as part of any site development proposals. Development should not be occupied until either a satisfactory Flood Risk Assessment has been approved which demonstrates that the flooding in the roads surrounding the site will not pose an obstacle to safe access and egress in the event of 100yr plus climate change flood event OR if this is not possible, a flood alleviation scheme on Hagley Park playing fields (see policy RTC11) is constructed which results in reduced flooding to the town centre to allow safe access and egress to the site.

Reasoned Justification

- 5.11** At the start of the Plan's preparation, the largest and most prominent part of the site, a former tyre fitting centre fronting Market Street, had been vacant for a considerable time. The site also includes an existing operational garage premises, having an extensive yard to the rear. The opportunity was therefore taken to view the site as having potential for comprehensive redevelopment. More recently, the former tyre centre has been refurbished and reopened for its original use. Despite this it is considered that the site retains its potential for comprehensive redevelopment and has therefore been retained in the Plan. Development proposals should however seek to identify suitable alternative sites or premises for existing business tenants. As this is a fringe town centre site, it is considered that its greatest potential would be for its redevelopment for residential use. It is considered that the site could be redeveloped at a site density of between 30 - 50 dwellings per hectare, for both market and affordable housing. The proposal allows the BT telephone exchange to be incorporated into the development (potentially at a later date) should this facility be declared surplus in the future.
- 5.12** The SFRA (Level 2) has shown the site to be marginally affected by flood risk from the 100 year and 1000 year events, although the flood hazard is seen to be low. The flood risk is seen to come from surcharging of the Bees Lane and Elmore Lane culverts, rather than from the Rising Brook. An FRA will need to be prepared for this site. Any development would need to provide an attractive frontage to Market Street with built form and layout relating well to its surroundings, including the setting of the pair of listed cottages on the opposite side of Market Street.

5.0 SITE POLICIES



FIGURE 12.

Site RTC5 Market Street garages

Movement, Access and Frontages

- | | |
|---|-----------------------|
| --- Principle vehicular access | Frontage enhancement |
| --- Vehicle/pedestrian link to possible future site | --- Vehicular gateway |
| Secondary pedestrian access | |

Movement, Access and Frontages

- 5.13** The future development of the site must incorporate a single combined vehicular and pedestrian access from Market Street. The access point to the site must be acknowledged as a gateway by the future development helping to guide pedestrians and vehicles onto the site. This may take the form of a contrast in materials or massing and should include appropriate hard and soft landscape treatments. The layout of the site must protect the possibility of either the incorporation of the southern extension site into the initial development proposal or allow for its future integration with this site.
- 5.14** The future development must provide a pedestrian route through the southern extension site capable of being taken through to Anson Street.
- 5.15** The external perimeter of the site which fronts Market Street should have lively frontages. Dead (windowless elevations) will not be welcomed on the external perimeter of the site.

Key Players

- Cannock Chase Council.
- Staffordshire County Council
- Private owners.
- British Telecom.
- Existing businesses/tenants, including Don Ryder Motors and Kwik-Fit.
- Other tenants (Royal Mail re BT exchange).

Land Ownership Issues

- Various land ownerships and lease arrangements.
- Potential to include the BT exchange should this be declared surplus to requirements.

Priority

- Low.

Infrastructure Requirements

- FRA needed in connection with capacity issues relating to the Bees Lane and Elmore Lane culverts.

Delivery Mechanism

- Comprehensive redevelopment.

5.0 SITE POLICIES

Policy RTC6 - Rugeley Market Hall/Bus Station and Surrounding Area

The Council will pursue the comprehensive redevelopment of the site with private sector partner(s) comprising:

- A new market facility;
- Revised bus station facility providing parking bays and covered waiting area; providing shelters, bus service information and small scale food and drink provision;
- An anchor store to meet the needs of modern day operators;
- Residential development at upper levels where feasible;
- A new pedestrian thoroughfare linking up Elmore Park and Brook Square, including appropriate landscape treatment to slow down traffic and promote pedestrians crossing Elmore Lane, entrance improvements to the Park and incorporate the Chase Heritage Trail;
- Provision of public parking to replace those on the existing market hall rooftop;
- Cycle parking facilities;
- Replacement taxi rank facility;
- Replacement parking for market traders and disabled spaces;
- Provision of enhanced or additional town centre CCTV.

Any proposed development will need to take into account the requirements of the Level 2 Strategic Flood Risk Assessment and national policy, including implementation of flood alleviation measures on land west of Western Springs Road and the potential to deculvert the Rising Brook where feasible. A large part of this site lies within Flood Zone 3b. A Flood Risk Assessment (FRA) will therefore need to be carried out to demonstrate that the development can be made safe and flood risk is not increased elsewhere. Development shall not be occupied until a flood alleviation scheme on Hagley Park playing fields (See Policy RTC11) has been constructed in order to ensure that the development is safe and acceptable in policy terms. As a minimum this will mean that the site is removed from the 1 in 20 year flood plain extent, but would ideally remove it from the 1 in 100 year extent to meet the requirements of safe access and egress with an appropriate allowance made for climate change and to ensure that there is no need for floodplain compensation to be undertaken to offset the effects of the buildings footprint.

Reasoned Justification

5.16 The Council proposes the complete redevelopment of the existing market hall, bus station and surrounding area in order to provide an anchor retail store configured to meet the needs of high street operators and replacement bus station and market. Such development, together with development of the Wellington Drive site, is intended to anchor the western part of Rugeley and provide a counterbalance to the new Tesco superstore development at the Leathermill Lane site. Any redevelopment proposals will need to be in accordance with the findings of the Level 2 SFRA and national policy with regard to this site, as a large part of it lies within Flood Zone 3b. A Flood Risk Assessment will be required in consultation with the Environment Agency.

5.17 Consultation has revealed the condition of the current market building, together with the pedestrian access, stairwells and public parking, to be one of the Rugeley Town Centre's perceived principal weaknesses. The preferred site proposal allows for a replacement facility, with a long frontage to capitalise on its location adjacent to the bus station and to provide opportunities for passers by to enter the market when travelling between the station and the rest of Rugeley Town Centre. The proximity of the market to the bus station would also allow browsing whilst individuals wait for services.

5.18 The bus station itself can be reconfigured in a manner that allows for the same number of services to pass through as the existing facility but, through better use of the space, can create room to provide the replacement market and a covered waiting area which provides shelter, bus service information and the opportunity for small-scale food and drink provision.

5.19 Additional footfall can be encouraged by the opening up of Brook Square to create a thoroughfare through to Elmore Park which, as a result, should become much more utilised by those that use Rugeley Town Centre. In order to create a physical and visual link to encourage more activity in this part of the centre appropriate landscape treatment could be used to slow traffic and promote pedestrian crossing of Elmore Lane. The use of contemporary hard landscaping, using high quality materials, could be applied to an extended Brook Square to link to Market Street and the rest of the town centre beyond.

5.20 The site adjoins and forms a link between the Rugeley Town Centre and Sheep Fair/ Bow Street Conservation Areas. The development provides an opportunity to extend the theme of 'linked squares' and to create an attractive built frontage to Elmore Lane, screening service yards and backs of buildings.



FIGURE 13. RTC 6 - ARTISTS IMPRESSION

5.0 SITE POLICIES

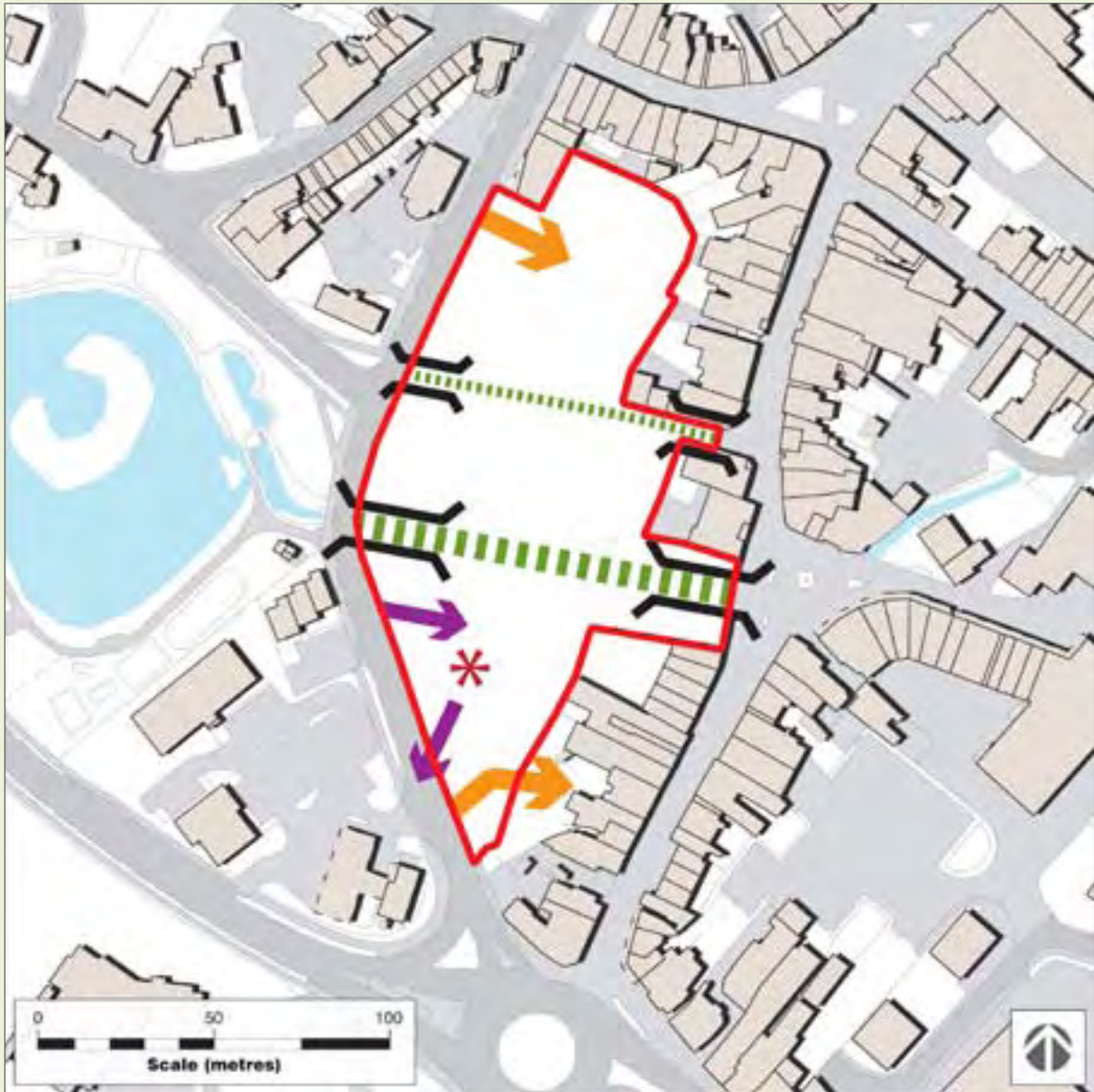


FIGURE 14.

Site RTC6 Rugeley Market Hall, Bus Station and surrounding area

Movement and Access

- ||| Principle pedestrian access
- Possible secondary pedestrian access
- == Pedestrian gateway
- ↘ Service access
- ↙ Bus routes
- * Enhanced bus station

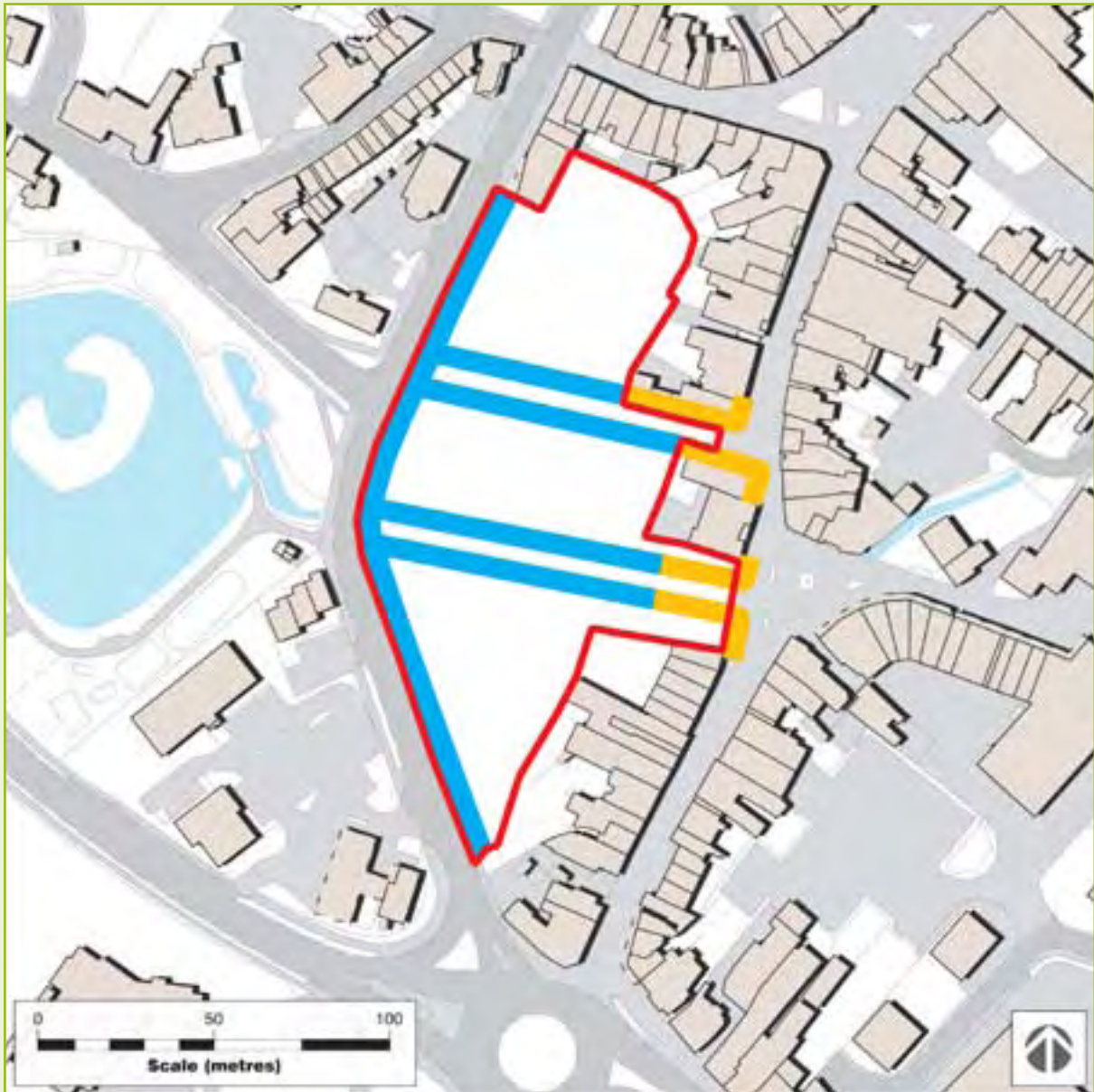




FIGURE 15.

Site RTC6
Rugeley Market Hall, Bus Station and surrounding area

Frontages

 Significant new frontages

 Frontage enhancement

5.0 SITE POLICIES

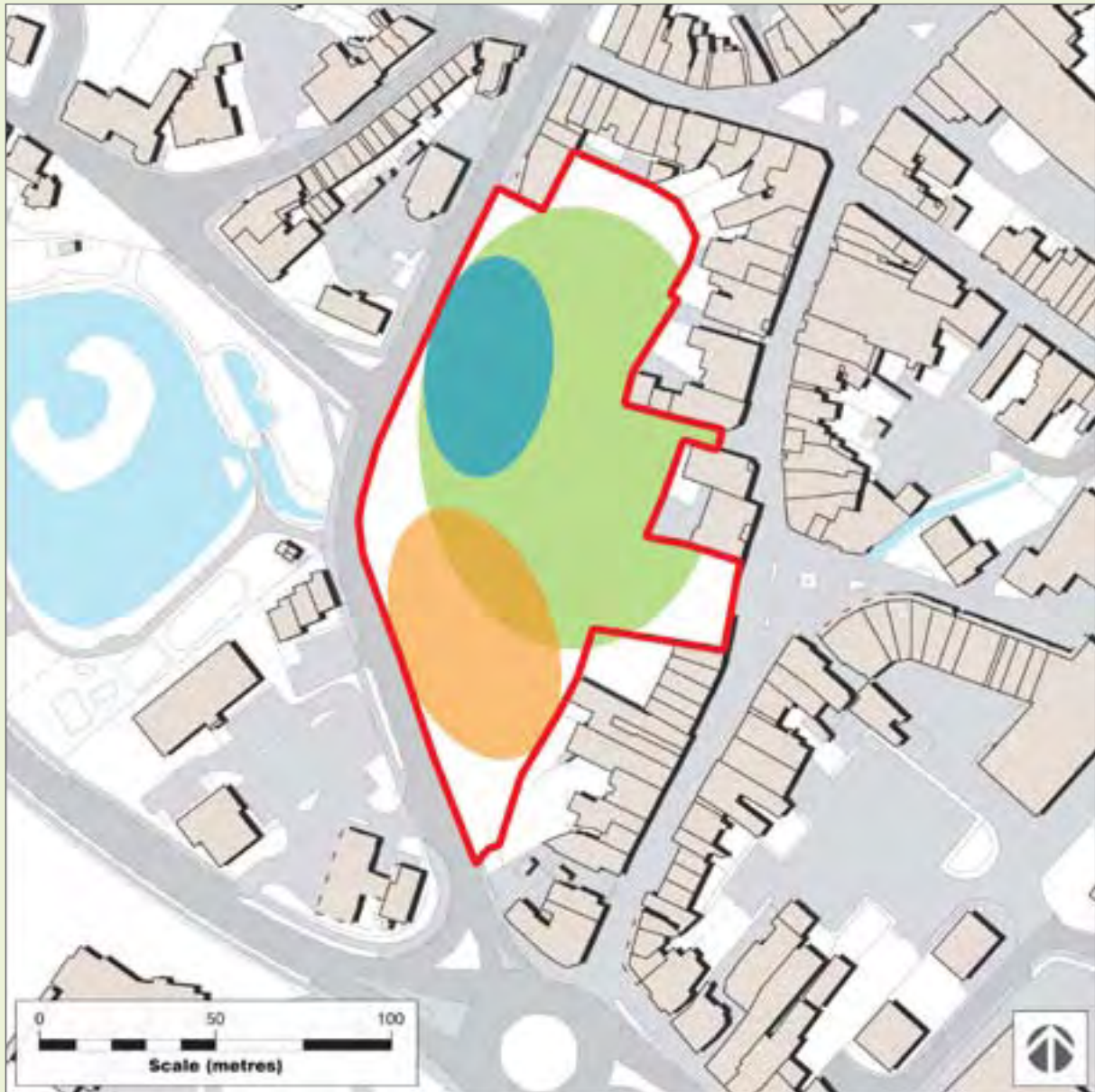


FIGURE 16.

Site RTC6 **Rugeley Market Hall, Bus Station and surrounding area**

Land Use

- Mixed use
- Bus station
- Retail anchor

Movement and Access

- 5.21** The future development of the site must incorporate improved pedestrian access and connectivity linking Upper Brook Street to Elmore Lane, and possibly with Lower Brook Street. The pedestrian routes through the site must be differentiated in terms of scale and design with the bus station route being dominant. The access points to the site must be acknowledged as gateways by the future development helping to guide pedestrians into the site. This may take the form of a contrast in materials and/or massing. New pedestrian routes through the site will need to be accessible, safe, well lit and signed and acknowledged by well defined gateway areas.
- 5.22** Vehicular service access will be provided from Elmore Lane. This must be located to ensure that the new development can be efficiently serviced along with existing properties located on Upper and Lower Brook Streets and Bow Street.
- 5.23** The bus access and exit to the new bus station must be positioned to avoid conflict with service and pedestrian routes and must have safe sight lines along Elmore Lane.

Land Use

- 5.24** The site will contain a mixed use development which will include a variety of uses capable of supporting and strengthening the vitality of Rugeley town centre. The mix will include comparison retail and a retail 'anchor' capable of attracting footfall to the western part of the town centre. The existing bus station will be replaced with a new facility which needs to be attractive, safe and efficient. This should not replicate the format of the existing bus station.

Frontages

- 5.25** The external perimeter of the site which fronts Elmore Lane should be enlivened by attractive and occasionally active frontages. Service entries and service yard walls must not dominate the Elmore Road frontage. The new pedestrian routes running through the site and connecting the town centre to Elmore Lane must be lined with retail dominated active frontages. Where the existing town centre retail properties are retained at the gateways to the pedestrian routes into the site these should be remodelled and/or refurbished to provide appropriate entrances to the new development.

5.0 SITE POLICIES

Key Players

- Cannock Chase Council.
- Staffordshire County Council.
- Environment Agency.
- Bus service operators.
- Market traders.
- Developer.
- Site owner.

Land Ownership Issues

- Cannock Chase Council, (3rd party leases).
- Land owner.

Priority

- Plan period.

Infrastructure Requirements

- Submission of Flood Risk Assessment.
- Safeguarding of flood storage area on playing fields.
- Developer contributions to Public Realm.
- New bus station, public parking and taxi rank.

Delivery Mechanism

- Comprehensive development as partnership between the Council, land owner and developer.

Policy RTC7 - Land at Wellington Drive

The comprehensive mixed use development of the site is supported, comprising:

A medium sized retail food or non-food store with;

- Food and drink development;
- Office and/or residential;
- Enhancements to the pedestrian links to Brewery Street and Brook Square including tree planting;
- Office/business development;
- Replacement public car parking;
- Cycle parking.

A Flood Risk Assessment will need to be carried out for any development proposals for the site.

Reasoned Justification

5.26 The Wellington Drive site is the subject of a planning application (reference CH/03/0744) for mixed-use development comprising retail, business, office and residential development, with associated car parking, which members resolved to approve on 1 June 2005, subject to legal agreement.

5.27 The retail element of the application is for open A1 use and could be occupied by both non-food and food retailers.

5.28 The site lies within the low probability, Flood Zone 1. However, with regards to flooding from other sources, blockage scenario modelling of the A460 (formerly A51) culvert, has indicated that this site is affected by residual risk of flooding down the lane parallel to the western edge of the site. A Flood Risk Assessment (FRA) would therefore need to be carried out and demonstrate that any development can be made safe and flood risk not increased elsewhere.

5.29 The development provides the opportunity to extend the theme of 'linked squares' and to create an attractive built frontage to Wellington Drive, screening service yards and backs of buildings.

5.0 SITE POLICIES

Movement and Access

5.30 The future development of the site must incorporate a new and enhanced primary pedestrian route linking Upper Brook Street to Wellington Drive. This route should be configured as an open street not as an enclosed mall. A secondary pedestrian route could link Horse Fair to the site via an existing pedestrian passageway. The new and enhanced pedestrian routes must be accessible, safe, well lit and signed and acknowledged by well defined gateway areas.

5.31 Vehicular service access to both the future development and existing properties located on Upper Brook Street and Horse Fair will be via a service route accessed from Wellington Drive.

Public Realm and Landscape

5.32 The public realm along the new principle pedestrian route must use high quality natural materials. Street furniture should be kept to a minimum and should be contemporary, robust and low maintenance. The pedestrian gateway to the development from Wellington Drive should incorporate a soft landscape scheme and frontages and boundaries along Wellington Drive and to the rear of the Lichfield Street properties should be softened by the introduction of deciduous street trees.

Frontages

5.33 The new primary pedestrian route through the site must be lined on both sides with retail frontages and entrances. The Wellington Drive elevation of the future development should be enlivened by design however this will not be a prime retail frontage.

5.34 Existing frontages, rear facades and boundaries which currently provide the context for the site will benefit from remodelling, refurbishment or screening. The gateway properties flanking the principle pedestrian route will benefit from significant improvements and should provide visible views to the retail development on Upper Brook Street. The Brewery Street frontage to the east of the pedestrian gateway to the site will also benefit from remodelling or at least comprehensive refurbishment.



FIGURE 17. RTC 7 - ARTISTS IMPRESSION



FIGURE 18.

Site RTC7
Land adjacent to Wellington Drive

Movement and Access

- ||| Principle pedestrian access
- ||||| Possible secondary pedestrian access
- ← Service access
- ||||| Service route
- ||| Pedestrian gateway






5.0 SITE POLICIES



FIGURE 19.

Site RTC7 **Land adjacent to Wellington Drive**

Public Realm and Landscape

-  New public realm works enhancement - primary areas
-  New public realm works enhancement - secondary areas
-  Landscaped gateway
-  Soft landscape treatment
-  Street trees

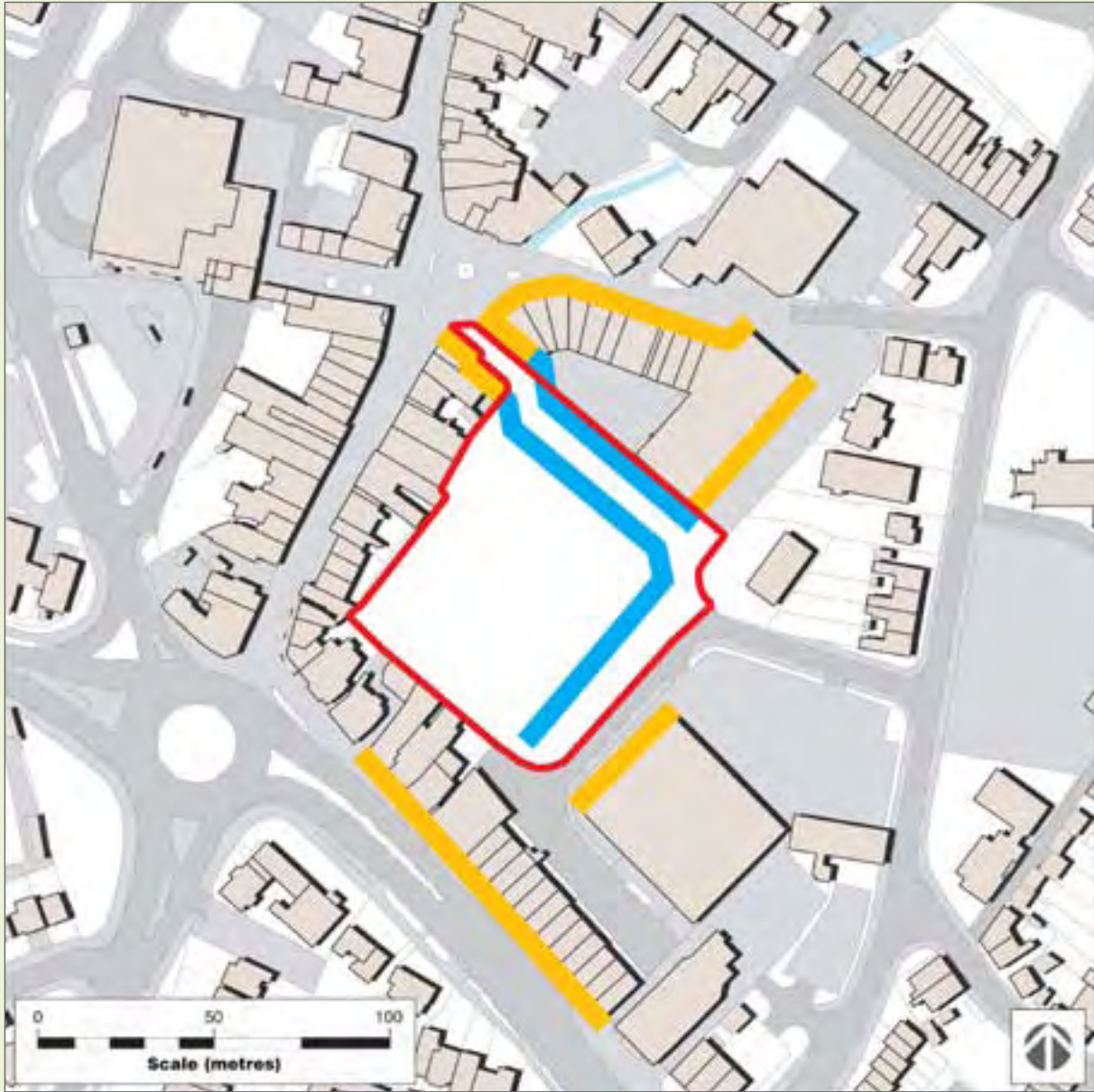




FIGURE 20.

Site RTC7
Land adjacent to Wellington Drive

Frontages

-  Significant new frontages
-  Facade enhancement

5.0 SITE POLICIES

Key Players

- Cannock Chase Council as LPA and part site owner.
- Developer.
- Site owners.

Land Ownership

- Cannock Chase Council.
- Private sector.

Issues

- Complexity of land assembly due to various owners and rights of way.
- Possible need for Compulsory Purchase Powers to be used to facilitate development.
- Frontage access is limited with frontage sites available only along St. Paul's and Lichfield Streets.
- Provision of servicing and parking.
- Poor pedestrian connectivity with Upper Brook Street.

Priority

- Over Plan period.

Infrastructure Requirements

- Need for a Flood Risk Assessment to be carried out.

Delivery Mechanism

- Comprehensive redevelopment package.
- Resolution to grant planning permission CH/03/0744, for mixed use development comprising retail, business, office and residential, with associated car parking, 1 June 2005, subject to completion of a legal agreement or new planning application.
- Possible need for CPO powers.

Policy RTC8 - Leathermill Lane/Trent and Mersey Canal Corridor

The Trent and Mersey Canal will become a more prominent feature of Rugeley Town Centre, acting as a focus for linked trips between the core town centre and the new superstore site. Key locations adjacent to or near the canal will be regenerated to create new public spaces and accessible town centre uses. These will include:

- A** Creating a new leisure destination centred on land adjacent the Leathermill Lane Canal Bridge, which would act as an attraction in its own right for linked trips to and from the core town centre including:
- the redevelopment of land adjacent to Leathermill Lane on the eastern canalside, for leisure uses including open space, food and drink uses, retail units and potentially a cinema;
 - the regeneration of sites on Mill Lane on the western canal side including the retention and renovation of the former canal warehouse and associated building. Potential future uses could include apartment or office development and or restaurant or leisure uses;
 - a pedestrianised Leathermill Lane canal bridge and approaches leading to a pedestrian/cycle priority route to the core town centre, which could be further enhanced should the opportunity occur for further deculverting of the Rising Brook
- B** New development fronting the canal and Love Lane and accessed from Power Station road. Such a development has the potential to form an attractive waterside development by incorporating either off-line (small marina) or on-line moorings in consultation with the Canal and River Trust. Residential development, or uses falling within use classes A1, A2, A3, A4, A5 and B1 would be appropriate. Any canalside related development will need to have regard to biodiversity interests, including appropriate survey and assessment.
- C** Land north of Leathermill Lane occupied by empty employment units and more remote from the canal side has the potential to be redeveloped to form a more attractive frontage. Retail warehousing or leisure is seen as appropriate at this location for bulky goods such as DIY within an A1 use class.

Reasoned Justification

- 5.35** The potential of the Trent and Mersey Canal in terms of its contribution to vibrant town centre life in Rugeley is not being realised. The Policy aims therefore to 'open up' the under-utilised resource via a series of focussed but interlinked development opportunities on land which lies adjacent or near to the canal corridor. The existing fragmented character of the area provides the potential to create imaginative new urban canal side spaces. The maintenance and enhancement of the ecological value of the canal will also need to be considered.
- 5.36** The wider considerations of the area, also allow for land north of Leathermill Lane to be developed for a pub/restaurant and Public Space which would promote greater activity at the canalside and act as a focal point to encourage passing pleasure boaters to stop and spend time in the town. This area would also include a number of additional moorings and a facilities block to encourage overnight stays. More remote from the canal retail warehousing within Use Class A1 is considered appropriate and encouraged within the policy.

5.0 SITE POLICIES

- 5.37** Whilst the majority of land at this location lies within Flood Zone 1, a small area by Tannery Close is potentially affected by flooding. The Level 2 SFRA has indicated that the risk of flooding is minimal being a residual risk if the canal were to overtop. It was recommended in the SFRA that a development easement of 8m is negotiated with the Environment Agency and further analysis of breach/overlapping of the canal undertaken. In addition, culverts at Elmore Lane and Bees Lane may not have adequate capacity in the context of development at this location. A Flood Risk Assessment of the site will therefore need to be carried out to demonstrate that the development can be made safe and flood risk is not increased elsewhere.
- 5.38** On the western bank of the canal, there is a former canalside warehouse which dates from 1863. This building together with another two storey building at its side, are located within the Trent and Mersey Canal Conservation Area and despite being in a poor state of repair, form an important part of Rugeley's historical past and are worthy of restoration. Sensitive redevelopment of the buildings for apartments or offices, possibly including a ground or first floor restaurant are seen as appropriate uses. Other adjacent sites at this side of the canal are currently in employment uses, but if these can be satisfactorily relocated the potential for a more comprehensive opening up the canal to further leisure/food and drink related spaces and buildings adjacent to the canal could be realised. Delivered in conjunction with the other proposed canal corridor regeneration, this will help to deliver an attractive canal environment as part of the town centre regeneration strategy.
- 5.39** New development on former grazing land at the lower end of Love Lane and fronting the canal has the potential to incorporate a small marina or moorings. The provision of residential development, or uses falling within use classes A1, A2, A3, A4, A5 and B1 would be appropriate as part of any such development. A small marina would allow more boat owners to stop overnight when visiting Rugeley and would provide a location for turning boats, but delivery would be dependent on private sector developer interest. The potential will be explored in consultation with the Canal and River Trust as part of any development considerations for this site. Any development would need to provide on a comprehensive basis involving the whole site identified on Plan RTC8.

Tesco store/former Celcon site (under construction)

5.40 The site was previously the largest part of site RTC8 but has since received consent for the current comprehensive redevelopment of the former Celcon blockworks site as a Tesco superstore of 4,000sq.m net sales area, is a key part of the regeneration strategy, with its main entrance encouraging pedestrian access to the core town centre. Car parking will cater for customers shopping at both the superstore and the core town centre including dedicated spaces for the disabled and parents with children. Enhanced public transport access, cycle parking facilities and a dedicated pedestrian/cycle route between the site and the core town centre will also be delivered. Developer contributions have been secured towards the following aspects of town centre improvement:

- Support for the delivery of key town centre sites;
- Provision of Public Space;
- Enhanced public transport access to the site;
- The regeneration of the historic core within the town centre, including buildings, shop frontages and facade improvements, street furniture, street signage and public art;
- Improvement of existing or provision of new leisure, community, cultural or recreational facilities;
- Enhancement of canal side facilities, including, offline mooring facilities, the provision of sanitary station facilities for boaters, improved signage and enhancements to the canal towpath;
- Enhanced CCTV coverage of the pedestrian link between the site and the core town centre.

5.41 The new Tesco store is seen as having the greatest potential to act as a catalyst for regeneration of both the canal environment and the core town centre.

5.42 The redevelopment strategy for this area, (formerly Opportunity Site 8 in earlier consultation documents), is focused upon the provision of a superstore, a pub/ restaurant, a small number of retail units, associated car parking and a petrol filling station. Vehicular and servicing access is from Power Station Road, with the existing canal bridge closed to vehicles. Built form and layout will promote the essential pedestrian/cycle link to the town centre, including the provision of an upgraded area of Public Space, bounded by the canal, Mill Lane and Leathermill Lane.

5.43 The Tesco site has been guided by the quantum of development proposed which has been guided by the Preferred Options version and the Cannock Chase Retail Study, October, 2009. The provision of retail floorspace in Rugeley of up to 10,000sqm (gross) comparison and 4,900sqm (gross) convenience retail floor space by 2026, is identified in the draft Core Strategy, Policy CP9 – Centres Hierarchy.

5.44 It will also deliver a considerable expansion of parking facilities, and while this site is outside the defined primary shopping area, the proposed parking regime will not act as a deterrent to encourage pedestrian trips to the town centre.

5.0 SITE POLICIES

Movement and Access

- 5.45** The future development of the site must incorporate improved pedestrian access and connectivity linking both the site and the Trent and Mersey canal towpath to the town centre. This will require the remodelling of the Bryans Lane, Leathermill Lane and Forge Road junction and the improvement of the Leathermill Lane, Love Lane and canal towpath junction. The pedestrian route from the town centre via Forge Road and across the Leathermill Lane canal bridge to the heart of the site must be easily identified, attractive, safe and accessible. The access points to the site must be acknowledged as gateways by the future development helping to guide pedestrians into the site. This may take the form of a contrast in materials and/or massing.
- 5.46** Vehicular service access will be provided from Leathermill Lane. This must be located to ensure that the new development to both the north and south of Leathermill Lane can be efficiently serviced without movement conflict. The principle vehicular access to the site will be from Power Station Road where a new junction will be required.

Public Realm, Landscape and Frontages

- 5.47** New and enhanced public realm treatment will be required to the principle pedestrian link connecting the site to the town centre. In addition public realm works will be required to improve the canal towpath, Mill Lane and Leathermill Lane. Any future canal basin development and any other on-site leisure destination must incorporate high quality public realm. All public realm along the canal towpath or adjacent to it must respond to the character of the canal described within the Conservation Area Appraisal.
- 5.48** The gateway area linking the town centre to the site at the western end of Leathermill Lane and in the vicinity of the canal bridge will require soft landscape and public realm treatment which acknowledges the importance of this location. The future retail element of the site will be surrounded by perimeter landscaping which will soften the mass of the new development and limit its visual impact. New and enhanced routes through and into the site will incorporate soft landscape works.
- 5.49** The external perimeters of the site which front the canal should be attractive and sympathetic to the character of the waterfront location. Where appropriate new frontages facing the canal should be enlivened by active uses.

Rugeley Town Centre Partnership Scheme (PSICA)

- 5.50** In 2011, Cannock Chase Council entered into a partnership with English Heritage to offer grants for the repair of historic commercial buildings within Rugeley Town Centre, Talbot Street/Lichfield Street and the Trent and Mersey Canal Conservation Areas, with particular emphasis on the town centre core.
- 5.51** The scheme targets resources to properties within the partnership scheme area to help preserve and enhance Rugeley's unique character and appearance. It aims to assist owners and businesses in tackling a selection of historic buildings in most need, focussing on repairs which will secure their long term future. Similar schemes in other towns have acted as a catalyst for economic regeneration, with enhancement of the image of their town centres attracting new businesses and investment and new opportunities for local people to the benefit of the whole community. Funding worth up to £100,000 was provided up till March 2012 with further funding available in the second year and potentially the third.

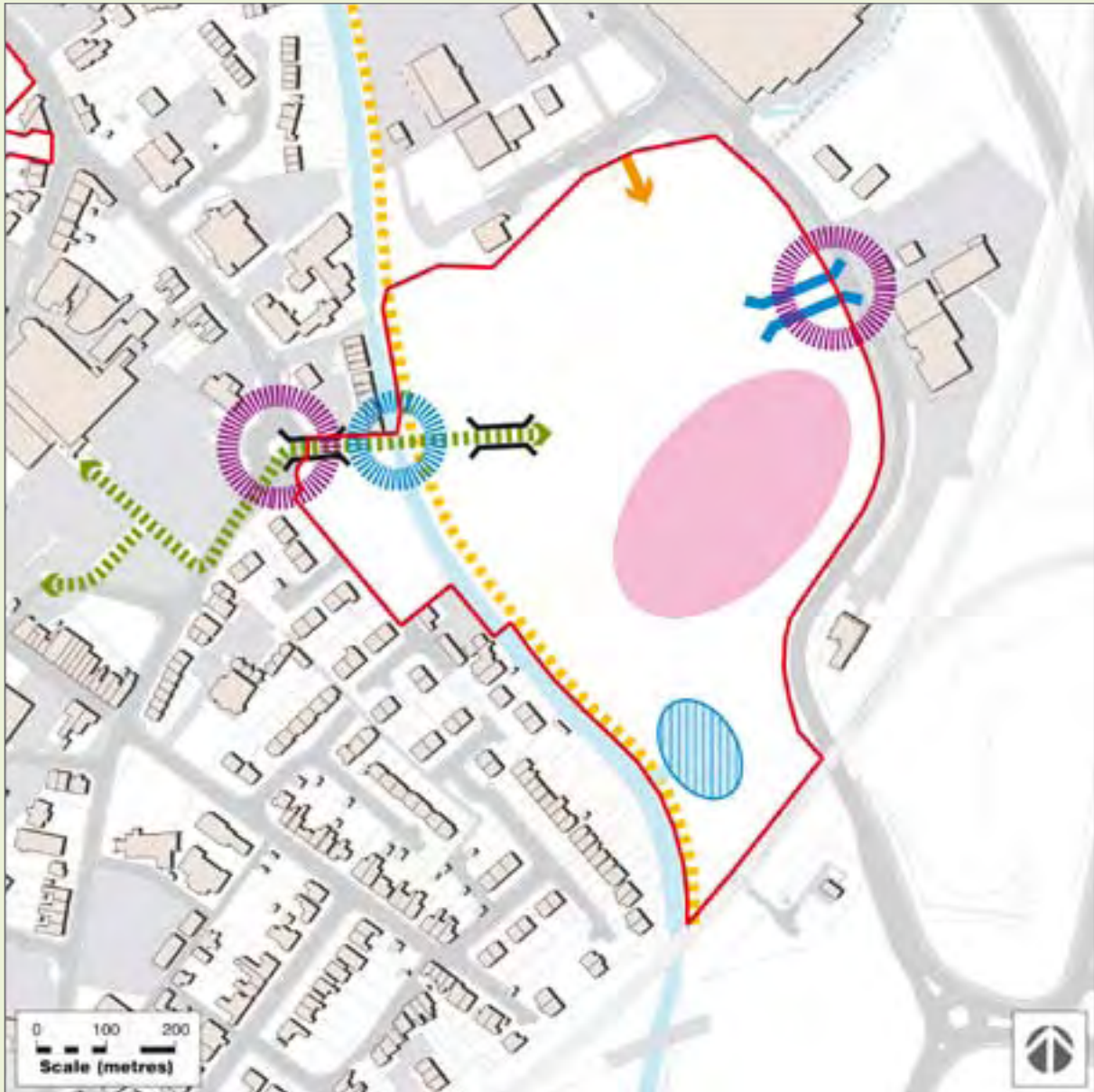





FIGURE 21.

**Site RTC8 - Former Celcon Blockworks Site,
Leathermill Lane and surrounding area**

Movement and Access

-  Enhanced walking routes between site and town centre
-  Enhanced canal towpath
-  Vehicular gateway
-  Pedestrian gateway
-  Service access
-  Improved canal access/public realm/leisure destination
-  Highway junction improvements
-  On site parking location
-  Future canal basin location/public realm/leisure destination

5.0 SITE POLICIES

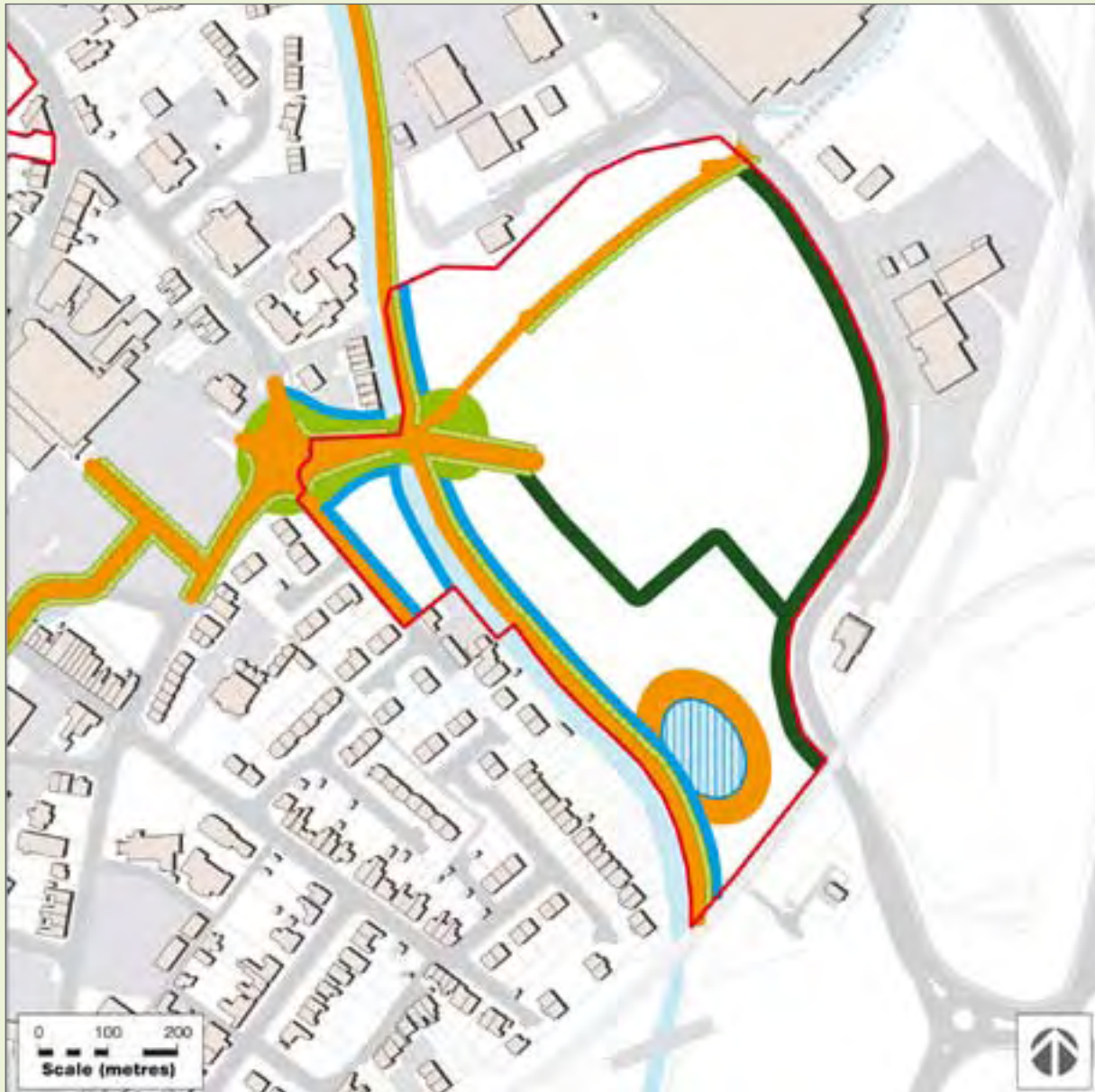








FIGURE 22.

Site RTC8 - Former Celcon Blockworks Site, Leathermill Lane and surrounding area

Public Realm, Landscape and Frontages

- | | | | |
|---|-------------------------------|---|----------------------------|
|  | New and enhanced public realm |  | Site perimeter landscaping |
|  | Landscaped gateway |  | Significant new frontages |
|  | Soft landscape treatment | | |
|  | Future canal basin location | | |

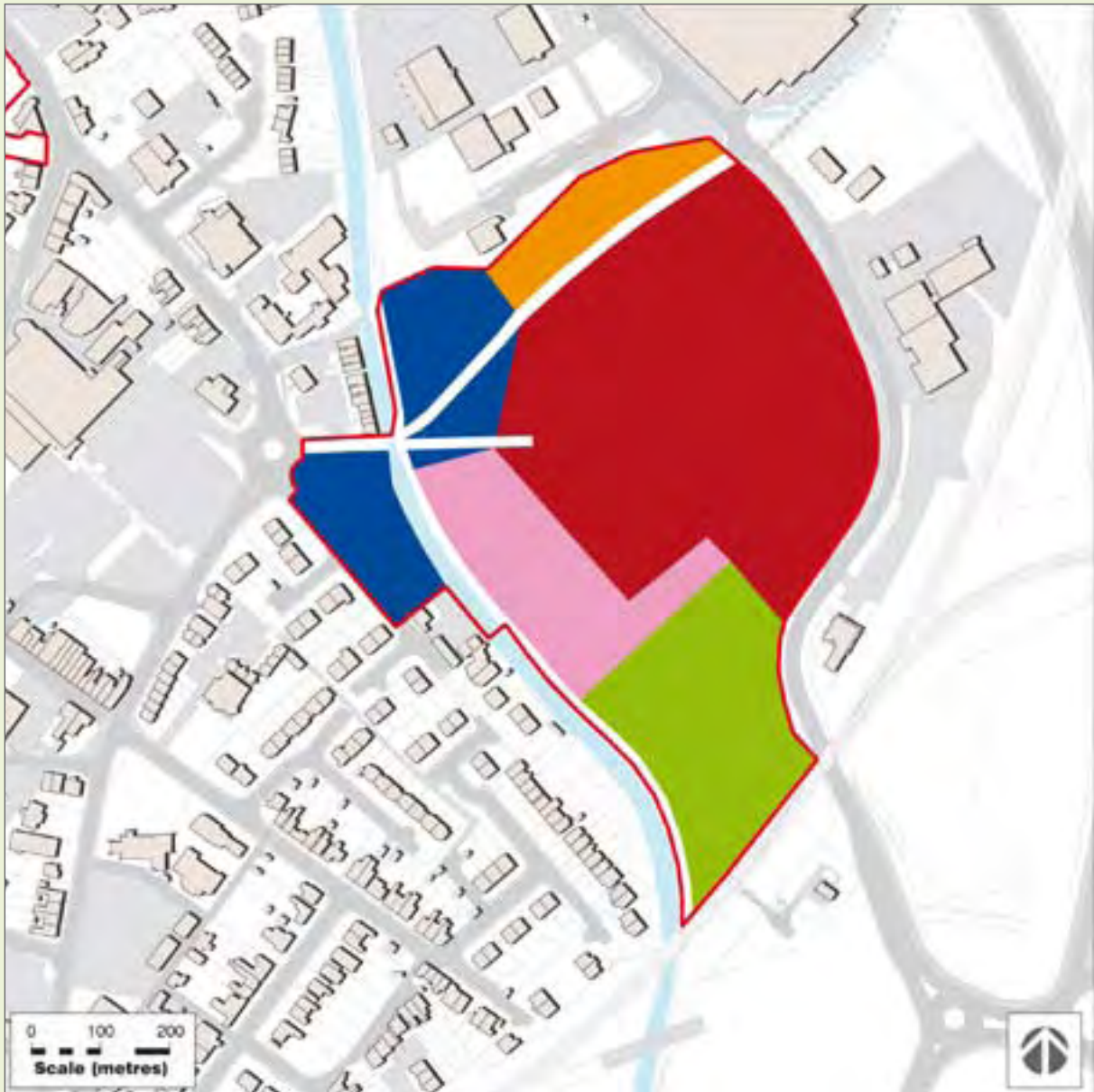


FIGURE 23.

Site RTC8 - Former Celcon Blockworks Site, Leathermill Lane and surrounding area

Land Use

- Leisure
- Food Retail
- Employment or bulky retail
- Residential
- Residential with leisure opportunity

5.0 SITE POLICIES



FIGURE 24. RTC 8 - ARTISTS IMPRESSION

Land Use

5.52 The Trent and Mersey Canal provides a major opportunity for the development of a distinct waterside leisure area offer with close proximity to Rugeley town centre. The leisure components of the site should be located along the canal waterfront, with the exception of where existing residential development is located. The high visibility elements of the site, facing the town centre and fronting the important route into the retail heart of the site, should contain commercial leisure uses. To the south of the site there is an opportunity to combine leisure and residential development around a compact canal basin. Food retail will dominate the centre of the site and will front Power Station Road and Leathermill Lane (south). A strip of employment or bulky retail will line the north side of Leathermill Lane.

Key Players

- Cannock Chase Council – as LPA, enabler.
- Staffordshire County Council.
- Site Owners (Tesco) and others.
- Canal and River Trust – as canal owner.
- English Heritage – advisory role on impact on the Trent and Mersey Canal Conservation Area and joint sponsor of the Rugeley Town Centre Partnership Scheme.
- Environment Agency - advisory role on water resource issues.

Land Ownership

- Other private landowners.

Issues

- Need to demonstrate connectivity with the core town centre.
- Provision of new public space at gateway entrance to site on land at junction of Mill Lane/Leathermill Lane/Trent and Mersey Canal.
- Delivery of canalside environmental enhancements.
- Potential acquisition of existing tyre depot at gateway entrance.
- Delivery of public transport access to the site.
- Identifying potential developer for canal warehouse.

Priority

- Public space node at Leathermill Lane bridge, partly delivered through current Tesco store development.

Infrastructure Requirements

- Flood Risk Assessment.
- Traffic Regulation Order for closure of Leathermill Lane canal bridge to vehicular traffic.
- Provision of public transport access.
- Canal Basin - Confirmation of water supply issues; confirmation of design feasibility in engineering and viability terms; construction and Canal-side public realm enhancements.

Delivery Mechanism

- Canal warehouse – Advertise as opportunity on SAVE Britain's Heritage website. To be implemented according to need and timings of viable site redevelopment proposal emerging.
- Rugeley Town Centre Partnership Scheme.
- Canal basin - Environment Impact Assessment and feasibility study.
- Potential funding sources - English Heritage, Lottery Funding, and S106 Contributions, CIL charging schedule.
- Possible need for CPO powers

6.0 PUBLIC REALM ENHANCEMENTS AND TRANSPORT POLICIES

6.0 Public Realm Enhancements and Transport Policies

Policy RTC9 - Public Realm

The public realm will be enhanced in Rugeley Town Centre in the following ways, particularly in the key areas shown on the Policies Map:

- **Canal** – improvements to paths with a focus on improving surface and gradient to the towpath access at Leathermill Lane bridge, provision of signage to local facilities on the Canal (and in the town centre reciprocal signage to the Canal), interpretation facilities, signage, fencing, seating, sanitary station facilities for boaters and additional mooring facilities in conjunction with the Canal and River Trust. A water point and sanitary station facilities could be provided in conjunction with a new canal basin or separately adjacent to the canal. The need to safeguard wildlife corridors as well as protected species will need to be considered.
- **Water feature** - the desire to deculvert Rising Brook as it flows through the town centre in conjunction with the Environment Agency has attracted support for development of a water feature in Brook Square, which would form a distinctive focal point.
- **Bandstand** – the Council has agreed to support the principle of a bandstand in Brook Square together with a mining memorial on Globe Island, Rugeley, A460.
- **Paving** – opportunities taken to renew, relay and improve the paving throughout the town centre using sustainable, high quality, durable materials.
- **Street furniture** – opportunities taken to replace and refurbish existing street furniture together with removal of 'clutter'.
- **Environmental improvements in key locations including:**
 - paving, signage, seating and soft landscaping along improved pedestrian/cycle links to town centre (Policy RTC10);
 - new planting to car park frontages to Forge Road;
 - enhancement of car park frontage to Market Street;
 - enhancement of open section of Rising Brook beside boardwalk;
 - continue programme of tree replacement/planting;
 - update design of Market Square;
 - enhance entrance to Park on Elmore Lane;
 - improve small areas of poor 'left over' open space around edge of town centre;
 - the use of natural vegetation in new planting schemes in view of the biodiversity benefit this provides.

Reasoned Justification

- 6.1** Improvement of linkages with the Canal would benefit from enhanced condition and safety of access paths by Leathermill Lane bridge, together with publicity of the whereabouts of local facilities to encourage canal boaters to use the town and also town centre users to take advantage of the Canal as a recreational resource. Many boats already stop in Rugeley for shopping, as the nearest shopping within a similarly convenient walking distance north is Stone, a day's journey away, and to the south the town centres are all some distance from the Canal, so enhancement of this link has potential economic benefits for Rugeley as canal boat use increases.
- 6.2** The Rising Brook once flowed in open sections through the town centre, but over recent decades has been progressively culverted to facilitate new development. The Environment Agency have lately requested that, when the opportunity arises in the future, the Rising Brook should be de-culverted, though the Level 2 SFRA carried out for the Council recognises that opportunities may be limited due to the highly urbanised nature of the town. The partial collapse of the culvert in Brook Square in 2008 led to such an opportunity and attracted support for an open water feature to be returned to this site. In 2009, the Council authorised design work on a scheme to provide a water feature in Brook Square. The Brook flows north-eastwards from Brook Square -beneath the car parks along Forge Road and it may be feasible to incorporate it in an enhanced pedestrian/cycle route between the Canal and Town Centre to maximise local identity. The Council also supports the principle of erecting a bandstand in Brook Square, together with a mining memorial on Globe Island.
- 6.3** Paving in the pedestrian areas of the town centre consists of red brick pavements together with stone flags to the former footways around Market Square. Some areas on the periphery of the pedestrian areas are still paved in tarmac. Surfacing to all of these areas has become uneven, inconsistent and worn. A programme of relaying/ replacement of the existing surfaces, with extended use of stone flags to demarcate former footways, and further extending this treatment into areas such as the lower part of Market Street and the Horse Fair frontage, would be beneficial. A similar unified approach to the key footpath links between the town centre and Canal/Park would enhance the cohesion of the whole centre and complement Rugeley's attractive buildings. Paving and environmental enhancements in the lower part of Market Street, for example, would enhance the setting of the listed Red Lion and one of the gateways to the town centre core. On Horse Fair such works would enhance the frontage of unlisted buildings of architectural/historic interest and generally would make the spaces more attractive for pedestrians who would be given priority wherever possible. All work should accord with English Heritage best practice guidance on street management contained in it's manual 'Streets for All'.
- 6.4** Much of the existing cast iron street furniture is in good condition but in need of repainting. Existing seating in Brook and Market Squares is worn and would benefit from replacement. There is a considerable amount of clutter in some locations such as at the junction of Bees Lane and Lower Brook Street, in Brook Square and Market Square, including assorted utility cabinets, scattered bins, disused signs and a disused modern telephone box, which all detract from the appearance of the town centre and present a hazard to pedestrians, particularly the partially sighted. A suitably landscaped centrally sited covered cycle store, possibly on the frontage of the Market Street car park, would encourage journeys into the town centre by cycle and could be incorporated in the scheme.

6.0 PUBLIC REALM ENHANCEMENTS AND TRANSPORT POLICIES

6.5 A coordinated programme of environmental improvements would help make the town centre a more attractive destination and enhance its function. A redesign of Market Square could maximise the functional space for market stalls and other events; the open section of Rising Brook beside the boardwalk could be improved with new planting to screen service areas and the banks landscaped to create the focal point it has potential to be. The Park entrance on Elmore Lane would benefit from a facelift to renew old unattractive boundary fencing and paving near the entrance, together with new signage to encourage pedestrians from the town centre to use the Park. Some replacement tree planting has already taken place in Anson Street, where poor specimens have been replaced with better located and more appropriate long-lived species and this could be extended. Biodiversity interests will also need to be considered as part of any town centre development. Numerous small areas of open space (poor grass or bare earth) on corners of buildings and sites around road frontages such as Elmore Lane could be better treated. The extensive car parks along Forge Road could be enhanced with new hedge/shrub planting to 'green' the frontages and help screen the cars from view. Selective use of public art, where created as an integral part of the design of the public realm or new developments, particularly the work of local crafts people and environmental artists, has potential to make a strong contribution to local uniqueness and foster a sense of community and civic pride. A package of such measures would enhance the Conservation Area and the setting of various listed and key unlisted buildings.

Key Players

- Cannock Chase Council – as Local Planning Authority and its role of securing a high quality of design in all development schemes.
- Cannock Chase Council – as major landowner and key role in facilitating the delivery of public realm improvements, and day-to-day maintenance of the town centre.
- Staffordshire County Council as the Highway Authority/LTP3.
- Canal and River Trust in the context of the Trent and Mersey Canal regeneration potential.
- Major landowners / developers, key role in delivering public realm improvements within or adjoining their land holdings.
- English Heritage.
- Environment Agency in connection with Rising Brook deculverting.

Land Ownership Issues

- The policy is applicable throughout the Area Action Plan.
- Much of Public Realm, is by virtue of it being public highway, is in the ownership of Staffordshire County Council.
- Cannock Chase Council is responsible for street furniture, street cleaning, refuse and litter collection, public car parks, service areas, Rugeley Bus Station and for Elmore Park.

Priority

- The Public Realm projects identified on this Section will be implemented according to need and timings of major development in the vicinity.

Infrastructure Requirements

- Improved street signage to provide greater connectivity between the canal/former Celcon site, and Rugeley Town rail station with the town centre.
- Improved lighting of streets appropriate to the conservation areas.

Delivery Mechanism

- All planning applications will be accompanied by a Design and Access Statement, which should demonstrate how the scheme represents a high quality and innovative design, how the scheme contributes to the character of the area, and how the scheme embodies the principles of inclusive design.
- New developments in the vicinity of the areas identified for public realm improvements will be expected to help deliver the public realm as an integral part of development or provide developer contributions which will allow the Council to deliver projects at the earliest opportunity.

6.0 PUBLIC REALM ENHANCEMENTS AND TRANSPORT POLICIES

Policy RTC10 - Transport

New Pedestrian/Cycling Links

New or improved links as shown on the Policies Map will be provided. The new pedestrian and cycle links identified will improve access and movement for all sections of the community including the mobility or sight impaired. They will link into the Chase Heritage Trail to maximise accessibility through the District. Where appropriate development on sites on or having an impact upon those identified for new links will be expected to help deliver them and proposals must not prejudice their delivery. New routes should be built to adoption standards. The following key footpath/cycle links will be improved:

- Town centre to the Tesco superstore site (Policy RTC8)/Towers Business Park via Leathermill Lane canal bridge and the Trent and Mersey Canal towpath;
- Town centre to Elmore Park including new thoroughfare related to redevelopment of Market Hall/Bus Station site (Policy RTC6) and to the proposed combined education campus north of Western Springs Road;
- Town centre to Rugeley Town railway station via Horse Fair/A460;
- Tesco superstore site to Rugeley Eastern Bypass.

Measures to enhance existing cycle storage facilities in the town centre through provision of additional secure covered storage in a central location with good surveillance will be pursued.

A new bus station will be provided as part of the redevelopment of the existing Market Hall/Bus Station site, Policy RTC6 and shown on the Policies Map. The revised bus station facility will provide parking bays and covered waiting area, providing shelters, bus service information and small scale food and drink provision. This will be complemented by up-graded information points. New, accessible taxi ranks should be developed to replace the existing facilities on this site.

Public Transport

Developer contributions from the Tesco development will fund the provision of a bus gate that will allow bus only access between the Pear Tree and Upper Brereton residential areas, reducing the operating costs of the existing local service. The provision of an improved pedestrian route to Rugeley Town railway station from Horsefair will be investigated.

Public Parking

The redevelopment of the Market Hall/Bus Station and Wellington Drive sites, Policies RTC6 and RTC7, will need to demonstrate that appropriate alternative public car parking will be provided on site. Future car parking provision will be provided to local standards in accordance with the Parking Standards, SPD.

Reasoned Justification

New Pedestrian/Cycling Links

- 6.6** Ease of movement for pedestrians within the town centre is important in encouraging vitality and involves a network of streets and footpaths which take people to their destination safely and through surroundings which provide interest. On the edge of the pedestrian area of Rugeley traffic dominates and creates a barrier to access both physical and psychological. Traditional approaches to highway engineering are being challenged by a move towards traffic and social activities sharing the same space, offering the opportunity to transform the streetscape by encouraging accessibility for all. New pedestrian and cycle links between the town centre and its surroundings are achievable and would in addition assist the healthy living agenda. Provision of improved, centrally sited cycle storage space would assist this desire. Addressing the needs of the mobility and sight impaired is important, and Rugeley's Shopmobility scheme based in Brook Square is available to anyone with limited mobility and provides a selection of manually propelled and electrically powered wheelchairs and scooters. Its role will be more relevant in the context of the approved strategy of extending the town centre in an easterly direction. Links through the town centre with public transport nodes will be enhanced to encourage sustainable travel choices. The Chase Heritage Trail opened in 2008 linking Cannock and Rugeley via Cannock Chase AONB with a walking and cycling route and includes a section in the town centre. New/enhanced footpath/cycleway provision linked to this would maximise accessibility through the area.
- 6.7** A new link between the town centre and the Canal via Leathermill Lane bridge is vital in connecting the new Tesco superstore site and the Towers Business Park. They are currently separated by well used local roads – Forge Road and its roundabout, which gives access to Mill Lane, Leathermill Lane and Morrison's car park. A pelican crossing allows pedestrians to cross, however the roads form a visual and physical barrier. The most direct solution would be to provide a pedestrian route which would cross and necessitate rearrangement of Morrison's car park. A more practical option would be enhancement of the existing route with pedestrianisation of the Canal bridge, enhancement of the footway along the southwest side of Forge Road and between the car parks to Shrewsbury Mall and a pedestrian priority crossing/traffic calming on Forge Road. Treatment of the area by the Canal bridge has potential to enhance the setting of the Canal Conservation Area and the unlisted canal warehouse together with a key part of the link with the new Tesco store and the Towers Business Park beyond. It would also offer the opportunity to extend the 'linked squares' theme with creation of a new 'square' by the bridge.
- 6.8** An improved link between the town centre and Elmore Park and the proposed education campus on the opposite side of the town is important for similar reasons. Elmore Lane separates the two with a pelican crossing near the Park entrance, and with narrow footways.
- 6.9** An improved pedestrian priority crossing/traffic calming which allowed more space in front of the Park entrance, together with environmental improvements would benefit users of both the town centre and the Park and would encourage links to the proposed education campus beyond.

6.0 PUBLIC REALM ENHANCEMENTS AND TRANSPORT POLICIES

6.10 Rugeley Town railway station is currently accessed from the town centre via a steep hill along Sandy Lane or along Horse Fair and Wharf Road. When the original Rugeley Town station was located nearer to the town centre at Horse Fair, it was served by a short pedestrian route, part of which still remains. It may be possible to provide a more direct pedestrian access to the station by extending this along Network Rail land at the base of the existing embankment. Enhancement of this route with paving, signage and environmental improvements along Horse Fair would also encourage accessibility.

Public Transport

6.11 The existing bus station facility does not provide an attractive environment and is not conducive to improving the image of public transport. In addition, it does not make the best use of the site and the suggested new layout would allow the provision of the same number of bays as the existing bus station, whilst facilitating the redevelopment of the overall site to provide a new market facility and a large retail anchor store. As part of the sites redevelopment, provision should be made for a replacement taxi rank and public parking facilities in the design.

6.12 The redevelopment of the Tesco superstore, is a major travel generator, yet the site is furthest away from the town centre and existing bus station. The opportunity should therefore be taken to improve public transport access to this part of the town centre, at the same time improving services in other parts of Rugeley, where bus service provision has either been cut back or is non-existent.

6.13 As stated above, pedestrian access to Rugeley Town station from the town centre could be improved. Subject to the agreement of Network Rail, it may be feasible to extent the original station footpath from Horsefair to the existing northbound station platform.

Public Parking

6.14 At the current time there is a total of 345 car parking spaces and 28 disabled spaces at the seven public car parks within Rugeley Town Centre. All these are either owned or managed by the District Council and operate under a pay and display regime. An additional 114 free parking spaces are provided at the Rugeley Town railway station at Wharf Road, but are due to its distance from the town centre are not included in the context of town centre uses. The location and capacity of the existing public car parks are identified in Appendix B.

6.15 The Council recognises the value of public parking facilities to the economic viability of the town centre and wishes to maintain the current level of provision, within the context of local parking standards set out in the Parking Standards etc, SPD. Concerns on the loss of town centre parking were raised during the previous consultations.

6.16 The new Tesco superstore, will deliver 419 free car parking spaces, and while this site is outside the primary shopping area, it will allow shoppers time to walk to and from the core town centre in addition to their immediate shopping needs at this site.

Key Players

- Staffordshire County Council as Transport Authority.
- Cannock Chase Council as the LPA and owner/operator of public car parks.
- Canal and River Trust re Trent and Mersey Canal Towpath.
- Major landowners/developers, key role in delivering improvements within or adjoining their land holdings, and in particular the former Celcon, Market Hall/Bus Station and Wellington Drive sites.
- Private developers.
- Bus and rail operators and Network Rail.

Land Ownership Issues

- Policy is applicable throughout the Plan area but particularly in connection with the major landowners / developers, who have a key role in delivering improvements within or adjoining their land holdings.
- Cannock Chase Council.
- Staffordshire County Council for the public highway.
- Canal and River Trust re the canal towpaths.
- Network Rail.
- Developers.

Priority

- Projects identified on this Section will be implemented according to need and timings of major development in the vicinity.

Infrastructure Requirements

- To be delivered by developers or local authority where appropriate.
- Dependent on individual sites.
- New cycle/pedestrian routes.
- Additional bus services.
- New parking carried out as part of any major development will need to carry out a Flood Risk assessment.

Delivery Mechanism

- New town centre developments including the Aelfgar, Leathermill Lane/Canal, Market Hall/Bus Station and Wellington Drive sites, will be expected to help deliver the proposed pedestrian/cycling infrastructure improvements identified in the Policy, or provide developer contributions which will allow the Council to deliver projects at the earliest opportunity.
- Local Transport Plan, 2011-26.
- Community Infrastructure Levy (CIL) charging schedule.
- Related to implementation of any planning permission.

6.0 PUBLIC REALM ENHANCEMENTS AND TRANSPORT POLICIES

Policy RTC11 - Flood Alleviation Measures

To reduce existing flood risk affecting the town centre, a formal flood alleviation scheme will need to be constructed within the open land west of Western Springs Road, A460 (formerly A51). As a minimum, the scheme shall hold back functional flood plain flows and ensure that all site allocations, currently in flood zone 3B within the AAP are outside the functional flood plain, and will enable vehicular access. This scheme will be delivered in partnership through financial contributions from the Environment Agency and appropriate town centre developers and shall be undertaken to the satisfaction of the Environment Agency. Implementation of the scheme will be required prior to regeneration of the Rugeley Market Hall/Bus Station site (Policy RTC6) and also the Market Street Garages Site (Policy RTC5) unless flood risk assessment indicates otherwise in accordance with policy RTC5.

Reasoned Justification

6.17 At the request of the Environment Agency, a Level 2, Strategic Flood Risk Assessment (SFRA) was commissioned by the Council as part of the preparation of the AAP.

The final report, January 2009, contains the following recommendation:

“Modelling has demonstrated that the playing field upstream of the A51 is acting as an informal flood storage area, therefore, offering a degree of flood mitigation to downstream locations. Any alterations to this area may lead to an increase in flood risk downstream. In its current state, lie of the land causes much of this flood water to flow across the playing field and flow over a low spot in the A51. From here, water flows into the Bus Station/Market Hall site (Policy RTC6), located downstream of the A51. Options to create formal floodplain storage area at this location should therefore be investigated in consultation with the Environment Agency. It is strongly recommended that this area is safeguarded from future development.”

6.18 As part of the conditions of the 2010 education campus planning consent, the Environment Agency have required Staffordshire County Council to commission additional modelling of the Rising Brook on the section beyond Western Springs Road, in order that the precise area to be safeguarded can be identified. The safeguarding of this land is essential both for the implementation of the previously proposed education campus development as well as for future development within the town centre plan area. Following the ending of the BSF initiative the proposed new education campus has been shelved and alternative proposals have emerged to develop a combined school on one of the two existing sites, together with the relocation of the Aelfgar 6th Form centre from the town centre site (Policy RTC 4).

Key Players

- Environment Agency – Key advisory role on water resource issues.
- Cannock Chase Council as LPA, freehold interest of bus station/market site and land drainage authority.
- Staffordshire County Council.
- Town centre developers.

Land Ownership Issues

- Staffordshire County Council.

Priority

- High. Essential prerequisite for the redevelopment of the town centre sites and in particular the Market Hall/Bus Station site.

Infrastructure Requirements

- Construction of flood storage area.

Delivery Mechanism

- A Flood Risk Assessment will be required for any redevelopment scheme within the area covered by the Rugeley Town Centre AAP and in particular the Market Hall/Bus Station site, Policy RTC6, which impact on areas of localised flooding, sewer water flooding areas and development located within these areas.

7.0 MONITORING FRAMEWORK INCLUDING PLAN OBJECTIVES AND INDICATORS

7.0 Monitoring Framework Including Plan Objectives and Indicators

- 7.1** The Council will monitor the implementation of the Area Action Plan, and performance against the Plan's objectives. This section sets out a series of indicators and where possible targets, against which the progress will be monitored. These are then linked (where possible) to the core, local and contextual indicators of the Council's Authorities Monitoring Report (AMR) where the monitoring will be reported.
- 7.2** The monitoring framework expands on the preliminary work done as part of the Sustainability Appraisal for the Area Action Plan. It links the relevant targets and indicators to the plan objectives.

OBJECTIVE	TARGET/INDICATOR
Shopping Policy Area	
New retail development	Supermarket or comparison store to be provided on Wellington Drive site. Large store as part of Market Hall/Bus Station redevelopment.
Sustainable energy supply	Sustainable Energy Supply – Redevelopment of the, Wellington Drive and Market Hall/Bus Stations Sites to incorporate: Combined Heat and Power Systems. Sustainable materials – including materials reclaimed from the demolition of existing buildings. Roof lighting to maximize use of natural lighting and reduce energy used for air conditioning.
Crime and fear of crime	Developer contributions to upgrade/increase town centre CCTV coverage.
Movement and Access Policy Area	
Public car parking	Redevelopment of Market Hall/Bus Station and Wellington Drive sites to include provision of replacement public car parking.
Public Transport	New bus station facility providing five parking bays and covered waiting area, providing shelters, bus service information and small scale food and drink provision. Provision of bus gate to connect Pear Tree and Brereton.
Cycle parking facilities	Cycle parking facilities to be provided within the redevelopment of the Market Hall/Bus Station, Wellington Drive and Tesco superstore sites.
Pedestrian/cycling routes	New provision or improvement include the links between:- Site RTC8 Leathermill Ln/Canal and the town centre and the Towers Business Park; Rugeley Town railway station and the town centre from Horse Fair; Rugeley Town Centre and the combined school campus, north of Western Springs Road/A460; Trent and Mersey Canal towpath and a new thoroughfare related to the redevelopment of the Market Hall/ Bus Station site - Policy RTC6, connecting Elmore Park with Brook Square.

OBJECTIVE	TARGET/INDICATOR
Community, Leisure and the Arts Policy Area	
New or enhanced leisure, recreational, community or cultural facilities	Creation of new or enhancement of existing facilities that will add diversity to the cultural scene, such as a cinema, bowling alley or other leisure and cultural attractions. Funding from S106 Agreements.
Public art	Town centre water feature, band stand, Brook Square, miners' memorial at Globe island and other public art.
Conservation and the Built Environment Policy Area	
Urban public space	A new public space, bounded by land outside and/or within the existing tyre depot, Mill Lane and the canal.
Built heritage	Retention and renovation of the former canal warehouse and associated buildings in Mill Lane and fronting the Trent and Mersey Canal. Enhancement of buildings within the Town Centre, Trent and Mersey Canal and three other Conservation Areas. Regeneration of the core town centre within the primary shopping area, including buildings, shop frontages and facade improvements, street furniture, street signage; public art. Delivery of Rugeley Town Centre Partnership Scheme (PSICA) enhancements.
Canal site environment	Enhanced canalside facilities, including, offline mooring, the provision of sanitary station facilities for boaters, improved signage to the core town centre, enhancements to the canal towpaths for pedestrians and cyclists.
Canal basin	Investigate feasibility for providing a canal basin on land off Love Lane.
Flood risk	Construction of a formal floodplain storage area. FRAs to demonstrate flood risk has been managed appropriately for sites identified within the town centre.
Housing Policy Area	
Additional housing around the town centre fringes	Delivery of new housing on the former Aelfgar, and Market Street Garages sites.
Affordable housing	Aelfgar Centre/ex Squash Courts, Taylors Ln and Market Street Garages Redevelopment to include affordable housing in accordance with the Housing Choices SPD.

SECTION 2. APPENDICES

Appendix 2A - List of Town Centre Public Car Parks and Number of Spaces

LOCATION	SPACES	DISABLED	PAY/DISPLAY
RUGELEY			
Taylors Lane	47	None	Yes
Market Street	20*	1	Yes
Forge Road L/H	19	None	Yes
Forge Road R/H	115*	12	Yes
St. Pauls Road	20	None	Yes
Market Hall Rooftop	58	9	Yes
St. Joseph's Church	66*	6	Yes
TOTAL	345	28	

TABLE A.1 RUGELEY TOWN CENTRE CAR PARK INVENTORY - SUMMARY

* = Approx. number - no markings

Data extracted from Cabinet Report 22 January 2008.

APPENDIX 2B - List of Sites Included in Earlier Editions and Now Deleted from the Plan

2B.1 The following sites, which were previously included in the Issues and Options and Preferred Options versions, have been deleted from the Pre-Publication Plan for the reasons stated:

<p>Site 2: Land adjacent to the Vine Public House</p>	Extant planning permission for 16 flats for the elderly and associated parking.
<p>Site 3: Former Nursery Premises, Bow Street</p>	Site deleted in view of its small size and insignificant effect on the Plan's strategy.
<p>Site 4: Land Adjacent to the Red Lion Public House</p>	Extant planning permission for apartment development, subject to a legal agreement.
<p>Site 9: Former Rugeley Health Centre</p>	Planning permission for a 64 bed nursing home for the elderly, now built.
<p>Site 10: St Joseph and Etheldreda's Church Car Park</p>	Church authorities have requested that the site be deleted from the Plan and existing uses to continue.

TABLE B.1

APPENDIX 2C - Historic Urban Character Areas

HUCA 1: Market Street to Upper Brook Street - the historic core and modern commercial heart of the town. Retains the historic north-south street pattern, market place and burgage plots on the west side of Market Street. Development of the town can be read within the townscape and there is significant potential for archaeological deposits. A number of buildings have origins in the 16th/17th Century, and the area includes historic buildings interspersed with those of more recent date, many of the former with modern shopfronts. The 18th/19th Century buildings are generally 2 or 3 storey of red brick or with rendering to the main facade, some were originally houses though all have since been converted to commercial use. The late 20th Century buildings are generally purpose built shops of red brick. Seven of the historic buildings are listed of national importance, grade II, and most of the HUCA is in the Town Centre Conservation Area.

HUCA 2: East of Rugeley Town Centre - area dominated by mid-late 20th Century buildings and two areas of parking to the rear of the historic plots in HUCA 1. The street pattern is of probable medieval origin, with Albion Street added in the mid 19th Century as a clearly planned element generally with small 2 storey buildings of red brick, some rendered and many with modern shopfronts and windows. There is potential for archaeological deposits. The 20th Century buildings are generally purpose built shops, some on a large scale. The HUCA links two conservation areas, the Town Centre and Talbot Street/Lichfield Street, and contributes to the setting of HUCA 1.

HUCA 3: North end of Market Street/south of Bryan's Lane - area of mainly domestic properties with mid-19th/early 20th Century 2 storey houses in red brick, a mix of terraces, semi-detached and one large detached, and a grade II listed pair of timber framed cottages dating from the late 16th/early 17th Century. Such piecemeal development represents expansion away from the historic core of the town from at least the post-medieval period, so potential exists for archaeological deposits. A modern supermarket and car park is also present.

HUCA 4: Churches of St Augustine - area dominated by the two stone-built churches of St Augustine's, the Old Chancel dating from the 12th Century and listed grade II, the 19th Century church listed Grade II*, and with associated listed churchyard walls, cross and table tomb. These contribute to an understanding of the spiritual life and social aspirations of past inhabitants. The Grammar School dating from the early 18th Century was in this area, and the medieval vicarage may have been. A nearby large red brick detached house, Church Croft, dates from c. 1800. The area is isolated from the heart of the town so raises the question of whether the early settlement was in this area. There is potential for archaeological deposits which could answer this question. The Trent and Mersey Canal and Church Street Conservation Areas cover this HUCA.

HUCA 5: Between Bryan's Lane/Mill Lane and the Trent and Mersey Canal - HUCA abuts/ includes part of Trent and Mersey Canal and Leathermill Lane bridge which were constructed in the late 18th Century. It also includes the steam mill on Mill Lane, built c. 1863. The line of Bryan's Lane has at least 16th Century origins and by the late 18th Century was a focus of the tanning industry. The Canal, Mill and part of the former tannery site are within the Trent and Mersey Canal Conservation Area, the rest of the HUCA is dominated by piecemeal late 20th Century development/redevelopment.

HUCA 6: Horse Fair - the road had its origins in at least the medieval period and has been part of the main route to Lichfield at least since that time. In the late 16th Century it was named Newbold End, suggesting a later element than the town centre core. Given its width it is possible that it originated as a medieval fair. Regular burgage plots on the north side of the road are occupied by mainly 3 storey early/mid 19th Century brick buildings and further along is the former cinema, of 1934, now a public house. The development of the south side with irregular plots by the early 16th Century is indicated by the two grade II listed timber framed houses. Potential for archaeological deposits exists. The south-east end of Horse Fair falls within the Talbot Street/ Lichfield Street Conservation Area, the rest of the HUCA forms the setting for this and the Town Centre Conservation Area.

HUCA 7: South end of Elmore Lane - 20th Century redevelopment has altered the entire character of this area from tightly packed buildings fronting the historic street pattern with origins in medieval/post-medieval times to large detached modern buildings within an area of car parking and hard landscaping. Bees Lane, Elmore Lane and Crossley Stone all have at least medieval origins, with settlement recorded on Bees Lane and Elmore Lane in 1570. A bridge is recorded in 1357 which probably crossed the Rising Brook in Elmore Lane. There is some potential for archaeological deposits and where they exist they may give significant information. There are no surviving historic buildings, however despite the introduction of Western Springs Road and roundabout in the mid-20th Century some of the historic street pattern remains which contributes to an understanding of the development of the town.

HUCA 8: Hagley and Elmore Parks - the HUCA represents the remains of the 18th Century landscaped park associated with Hagley Hall (now demolished), including two ponds fed by the Rising Brook, one now forming part of Elmore Park. The pond contains an island which has been interpreted as a moated site, probably the location of the original Hagley manor house from at least the late 14th Century. Remaining features of Hagley Hall are the 18th Century stable block and the grade II listed grotto, neither of these are within the Area Action Plan area. The undeveloped nature of the HUCA increases its potential for archaeological deposits. Elmore Park is within the Sheep Fair/ Bow Street Conservation Area.

HUCA 9: Sheep Fair and Bow Street - HUCA comprises mostly domestic properties which possibly originated as an area of unenclosed 'green', its name suggests it became the site of a sheep fair at some unrecorded date. Sheep were important to the local economy from at least the 14th century, and wool an important industry by 16th/17th century, so likely origins are in the later medieval period. The historic character of irregular plots survives, the Vine Inn (and the demolished White Lion Inn) are said to have (had) at least 17th Century origins and the largest building, the red brick grade II listed 20 Crossley Stone, dates to the late 18th Century. The infilling of the open area is likely to have occurred by the mid 19th Century and surviving buildings here suggest 19th Century origins, as do most of the other buildings in the HUCA. Hagley Mill stood in the south of the HUCA, possibly one of the watermills noted in medieval documents, and has been reconstructed in the 20th Century, and now known as the Old Mill, incorporating some historic elements. The HUCA retains much historic character in its street pattern, with piece meal development away from the town centre focused on the area of open land used as a market place. There is high potential for archaeological deposits. The HUCA is within Sheep Fair/ Bow Street Conservation Area.

HUCA 10: Lion Street and south of Church Street - dominated by red brick 19th/early 20th century terraced buildings, mostly dwellings with a public house and former chapel. Almshouses on Taylors Lane of red brick date from 1890. Church Street may have existed by at least the late 16th Century, and certainly by the late 18th Century. In medieval times the area is likely to have formed part of Church Field, and prior to the 19th Century to have been dominated by agricultural activity. Taylors Lane and possibly Church Street predate built development, Lion Street is a planned insertion into the townscape. Development in the HUCA has been piecemeal and the historic built environment has potential to contribute to understanding of the cultural and social history of the town from the early 19th -early 20th century. Two conservation areas cover parts of this HUCA, Church Street and Sheep Fair/Bow Street, the rest of the HUCA contributes to their setting.

HUCA 11: Taylor's Lane - Taylors Lane existed by at least the late 18th Century and has been suggested as 'Church Way' recorded in 1570. The earliest settlement in the HUCA is on Bow Street and probably represents the limit of the town up to the late 18th Century. The rest formed one of the medieval open fields, followed by piecemeal enclosure in the post medieval period. The HUCA is dominated by large scale buildings whose original function was the provision of education. To the north of Taylors Lane in Church Street Conservation Area is an early 20th century school, largely unaltered but no longer in that use. South of Taylors Lane Aelfgar School dates from the late 20th Century and is outside the Conservation Area but forms part of its setting. Heritage assets in the HUCA include the street pattern and early 20th Century public buildings.

HUCA 12: Lichfield Street and Talbot Street - the HUCA formed one of the medieval open fields and was enclosed piecemeal in the post medieval period. Lichfield Street is marked on mid-19th century maps, Heron Street and Talbot Street are suggested as of similar date. The HUCA is within Talbot Street/Lichfield Street Conservation Area. There are two grade II listed buildings in the HUCA - 32 Talbot Street and the Roman Catholic Church, the latter associated with Heron Court built in 1851 and used as a convent from the early 20th Century. There are two further churches - the former Wesleyan Methodist Church dating from 1839, and the 20th Century St Paul's Church, built on the site of a 19th Century school. A former school survives in Talbot Street built c. 1892, the only 19th Century school to survive in the town. The Horse Fair frontage appears to have early 19th Century origins, but may include earlier elements. There are two areas of late 20th Century housing. The character of the HUCA is dominated by suburban development mostly dating from the late 19th/early 20th century comprising large detached and semi-detached brick built houses on a regular street pattern characteristic of such development. Some have surviving brick built coachhouses to the rear. The dwellings are complemented by non-residential buildings and this range of historic buildings contributes to an understanding of the social and economic history of the town from the early 19th Century. The historic built environment dominates the HUCA and there is potential for archaeological remains.

HUCA 13: North end of Church Street and Anson Street - characterised by suburban development originating in the early 19th Century. The earliest property is a grade II listed building dating from the late 18th Century on Wolseley Road. Documentary sources suggest the medieval 'Lower Hall' is in this vicinity. Development on Church Street dates to the early 19th Century when large prestigious properties with coachhouses at the rear began to be built. Anson Street was inserted in the later 19th Century to link the town centre to Wolseley Road and the earliest houses nearer to the town centre date to this period, they are semi-detached with terracotta detailing on their facades. The rest of the street developed in the early 20th Century. The HUCA is dominated by 2 and 3 storey brick built detached and semi-detached houses. It is partly within Church Street Conservation Area. It contributes to an understanding of the social and economic history of the town from the late 18th Century. There is potential for archaeological deposits associated with the site of 'Lower Hall'.

HUCA 15: Power Station Road - lies within the Trent Valley and is dominated by late 20th Century industrial development of varying scale. There is a group of mid 20th Century houses on Leathermill Lane. It is likely that the southern part of the HUCA originated in part of one of the open fields, with Leathermill Lane being a field lane into the open field system, the rest being meadow/floodplain from the medieval period. A watermill existed on Leathermill Lane by 1803 which was demolished by the turn of the 20th Century. There are few heritage assets in the HUCA, but archaeological deposits may survive associated with the watermill. Within the setting of the Trent and Mersey Canal Conservation Area.

HUCA 21: Burnthill Lane, Sandy Lane and south of Horse Fair - dominated by mid-20th Century suburban development comprising semi-detached houses and a playing field, with the street layout of the estate typical of the interwar period. Horse Fair and Sandy Lane have at least medieval origins, the former the main route to Lichfield, the latter the route over the Chase to Cannock, a town also with medieval origins. Burnthill Lane may have medieval origins but was probably a lane leading into the open fields or onto the Chase. Potential exists for archaeological remains near Horse Fair and Sandy Lane.

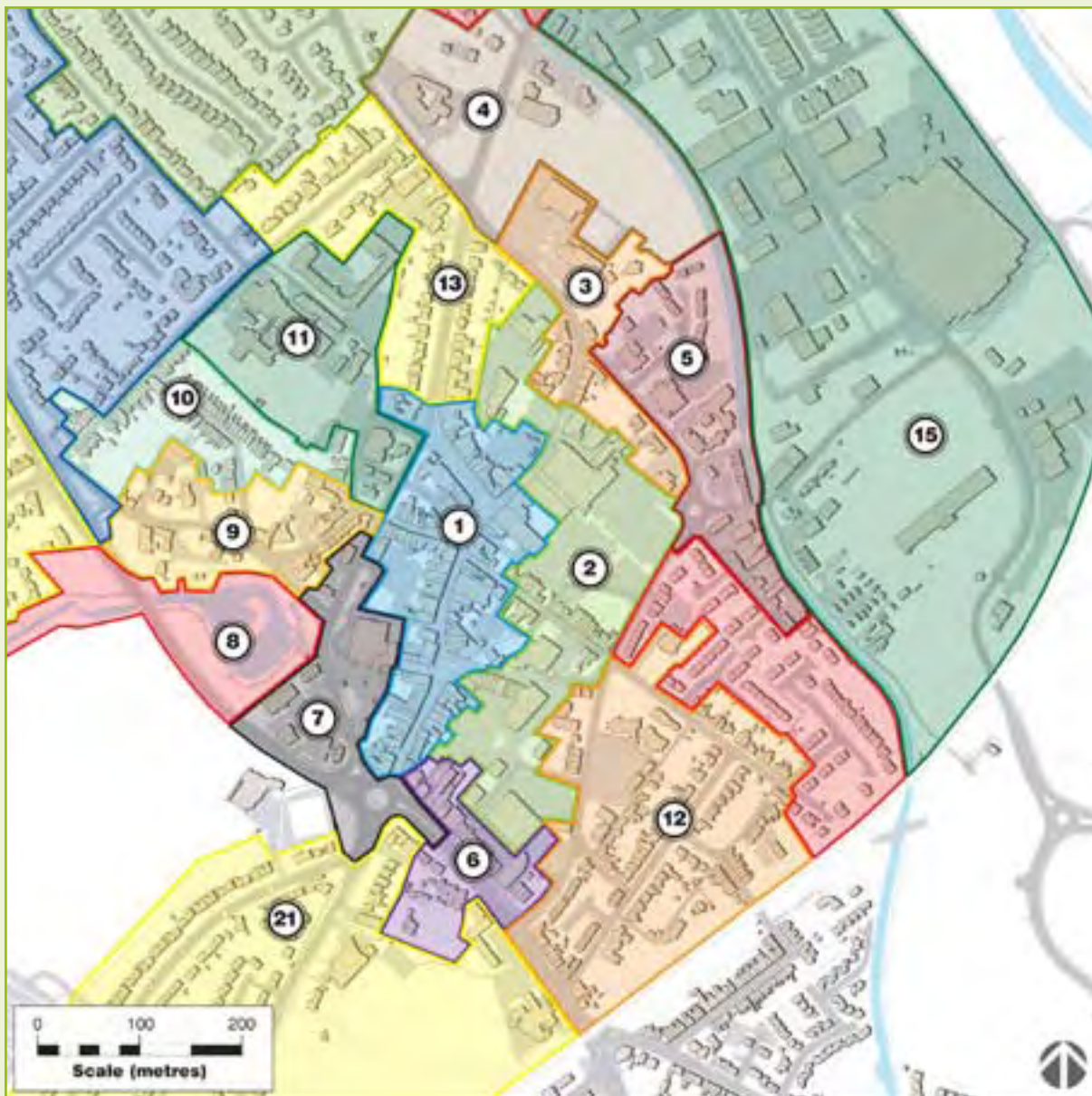


FIGURE 25.

Historic Urban Character Areas

- | | |
|---|--|
| ① Market Street to Upper Brook Street | ⑨ Sheep Fair and Bow Street |
| ② East of Rugeley Town Centre | ⑩ Lion Street and south of Church Street |
| ③ North end of Market Street/south of Bryan's Lane | ⑪ Taylor's Lane |
| ④ Churches of St Augustine | ⑫ Lichfield Street and Talbot Street |
| ⑤ Between Bryan's Lane/Mill Lane and the Trent and Mersey Canal | ⑬ North end of Church Street and Anson Street |
| ⑥ Horse Fair | ⑮ Power Station Road |
| ⑦ South end of Elmore Lane | ⑰ Burnthill Lane, Sandy Lane and south of Horse Fair |
| ⑧ Hagley and Elmore Parks | |

Note: Map shows Historic Urban Character Areas (HUCAs) which overlap or influence the setting of the AAP



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