

Madeley

Neighbourhood Development Plan

2018 to 2037

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Introduction

On 11th May 2017, the whole of Madeley Parish was formally designated as a Neighbourhood Area by Newcastle-under-Lyme Borough Council. The Madeley Neighbourhood Plan Designated Area Map below shows the boundary of the Neighbourhood Area, which is the same as that of the Parish boundary. Madeley Parish Council is the formally designated 'qualifying body' responsible for the preparation of the Madeley Neighbourhood Plan.



The Draft Madeley Neighbourhood Plan sets out the vision, objectives and policies to ensure the village maintains its uniqueness over the period 2018 to 2037 while enabling sustainable growth and development.

The Neighbourhood Plan has been drawn up by a Working Group made up of Parish Councillors and local residents, working under the guidance of Madeley Parish Council which is the designated body for the plan area and secured the funding and support to enable the plan to go ahead. The Neighbourhood Plan has been developed through involving residents and key stakeholders through an extensive consultation process.

The Madeley Neighbourhood Plan sets down a series of planning policies which, once adopted by means of a local referendum, will form part of the statutory development plan for the area and will reflect the strategic policies of the adopted Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006–2026 (adopted October 2009), the saved policies of the Newcastle-under-Lyme

Local Plan 2011 and the emerging Stoke-on-Trent and Newcastle-under-Lyme Joint Local Plan 2013–2037.

The Neighbourhood Plan must go to an Independent Examination and will finally be subjected to a local Parish referendum. For the Neighbourhood Plan to be accepted it will require the majority of those voting in referendum to vote yes. In the event of a “yes” vote, Newcastle-under-Lyme Borough Council will proceed to “make” the Neighbourhood Plan for the Parish of Madeley.

It is intended that the policies will be reviewed periodically to monitor the cumulative effects of the policies and, if necessary, make changes to keep them up to date and relevant.

Vision and Aims

Vision

The following Vision encapsulates the main vision identified from evidence and issues raised by the community.

The vision is for Madeley to continue to offer opportunities for families and individuals to live rewarding and productive lives in a very attractive area of the countryside. A Parish where the rural and historic character of the village is protected and enhanced while enabling sustainable growth and development; where development is planned for the benefit of the community; particularly in terms of design, infrastructure, sustainability and green spaces.

Aims

1. To retain the much-valued rural feel of the Parish, its distinctive and historic character, the countryside setting around the village and key views within the Conservation Area.
2. Maintain and improve the key facilities and services.
3. Encourage sustainable development that meets the needs of the community now and in the future.
4. To preserve and enhance the high quality natural environment and protect nature and wildlife interests, green space, the tree density within the village and encourage planting and retention of hedges around properties.
5. Encourage local businesses and enterprises in a sustainable way.
6. Enable residents to travel as freely as possible by improving road infrastructure and public transport.

Policy Matrix

AIMS:	1	2	3	4	5	6
Policies:						
LGS Local Green Space Designation	✓		✓	✓		
HOU1 Housing Development			✓			
HOU2 Housing Mix			✓			
DES1 Design	✓		✓	✓		✓
DES2 Development in the Madeley Conservation Area	✓					
CF1 Recreation, Leisure, Play and Sports Facilities		✓	✓			
CF2 Community Infrastructure		✓	✓			✓
NE1 Natural Environment	✓			✓		
TRA1 Critical Road Junctions		✓				✓
CMV1 Centre of Madeley Village Special Policy Area		✓			✓	✓

About the Parish

Strategic Context

Madeley is a rural Parish lying on the western boundary of the Borough of Newcastle-under-Lyme in Staffordshire and is made up of the main village of Madeley and adjoining Madeley Heath together with the smaller settlements of Onneley and Leycett. The Neighbourhood Plan area is the whole Parish and covers 2,163 hectares.

The nearest town is Newcastle-under-Lyme which is about 6 miles away. There are reasonable road links to centres of employment in Stoke, Crewe, Stafford and further afield. The A525 runs through the parish from North Staffordshire to Shropshire and the A531 links to Cheshire. The M6 Motorway and the West Coast Mainline railway straddle the area although there are no direct links to these in the Parish with the closest junctions and stations are approximately 8 miles away.

There is an attractive mill pool in the centre of the village and a Conservation Area with many historic listed buildings including the grade 1 listed All Saints Church and grade 2* listed Old Hall. The area is mainly agricultural land, with some tracts of woodland and there is an abundance of well used public footpaths. There is Green Belt surrounding the north, east and south sections of the Parish as shown on the map in the Housing Growth section.

Socio-Economic Context

The Parish has 1,939 households and a population of 4,222 (2011 Census) with the following age profile:

Under 18 years: 19.1% (808 people)
19 to 44 years: 30.2% (1,276 people)
45 to 65 years: 29.8% (1,259 people)
Over 65 years: 20.8% (879 people)
Average Age: 43.2 years

The Parish is a rural area, with limited local employment, making it a residential commuter base. This is confirmed by the 2011 Census data which shows only 43.4% of people commute less than 10km to work compared to the local authority and national average of 60.3% and 52.3% respectively.

Land Use

Predominant land uses

The main land use in the Parish is agriculture and there is a small area of clay quarrying in Madeley Heath.

All land to the north, east and south outside the settlement boundaries of Madeley and Madeley Heath is designated as green belt and land to the west is classified as “open countryside” as shown on the map in the Housing Growth section.

Land-use based community facilities currently include two cricket clubs, a football club, as well as two allotments.

The consultations which have been carried out show that in addition to the surrounding rural countryside, the open green spaces within the village are prized by the wider public, the open areas in or near to the centre of the village including the pool area, Doctors Field and College Field.

Housing stock

An analysis of the housing stock in the Parish by house type and tenure is shown below:

Housing Stock by House Type	No	%
Detached	677	34.9%
Semi-Detached	753	38.8%
Terraced	308	15.9%
Flat, Maisonette or Apartment	200	10.3%
Caravan or Mobile Home	1	0.1%
Total	1,939	100.0%

By Tenure	%
Owned	76.2%
Local Authority/Social Rented	12.1%
Private Rented	10.5%
Living Rent Fre	1.2%

Source: ONS 2011 Census

Community facilities

The Neighbourhood Plan Area has many assets and facilities, which are valued by the community and which are considered important to maintaining a good quality of life within the village and ensuring it remains a sustainable community into the future.

Whilst Community consultation indicates that the majority of facilities are good and adequate for the needs of the area, there were three that were highlighted as needing improvement. These were the Post Office which currently operates part-time opening from the Madeley Centre, more sport facilities such a bowling green and the reopening of the Offley Arms pub in the main village of Madeley following its closure.

The table below provides a list of the main community facilities and assets.

Type	Name and Description
Community	The Madeley Centre, a large modern, eco-friendly and flexible-use building conceived, created and run as a charitable trust by local people, all volunteers, with some paid employees. There is a Post Office at the Madeley Centre but this runs a limited service two days per week following the closure of the main post office in 2018.

Health	The Parish has a GP surgery in Moss Lane, Madeley and a small pharmacy There is also a dentist.
Education	The Neighbourhood Plan Area includes one secondary school – Madeley High and two small primary schools, The Meadows and Sir John Offley.
Retail	There are two small convenience shops, butchers, pet shop and hair dressers in the centre of village. There is also a small Co-Op convenience store on the Moss housing estate.
Pubs and Restaurants	The Parish has three pubs - The Old Swan and The Crewe Arms in Madeley Heath and The Wheatsheaf in Onneley. The Offley Arms is the only pub in Madeley village. It is currently closed but it is due to reopen. There is also a Workingman's club. Madeley has an Indian restaurant in the centre of the village together with two take-away businesses, a sandwich shop, fish and chip shop and a small café at the Madeley Centre.
Sport	Madeley White Star football pitches Leycett Cricket Club Onneley Cricket Club
Recreation	Manor Road Allotments Madeley Centre Allotments Madeley Pool Play Area, Birchdale College Field Play Area Wharf Terrace Playing Field, Madeley Heath

Infrastructure

Community consultation identified one significant deficiency in the road infrastructure, which was mentioned by 327 respondents to the questionnaire January 2018 consultation. This is the junction between the A525 and the A531, known locally as the 'Monument' junction and was noted as dangerous, awkward and the cause of long delays, adding to air pollution outside The Meadows primary school.

History, Heritage and Character

Character of the Parish

The character of Madeley is essentially rural. One of an attractive, pleasant medium-sized village with a defined, unique character. It has a longitudinal settlement pattern, variation in building styles, a thriving community life and adequate facilities. Above all its character is defined by its large millpool, attractive conservation area and the presence of many trees and open countryside views visible from within the built areas.

History and Heritage

Madeley is recorded in the Domesday Book as being 2,160 acres of wood and 4 plough teams. The name is derived from the Saxon, Madanlieg, meaning 'a clearing in the woods belonging to Mada'

(Mada is a female Saxon name). The first Madeley Old Manor was built by Robert de Stafford, with the local church being founded in 1200. Heighley Castle was built in 1226 by Henry de Audley and ordered to be demolished by Parliamentary committee sitting at Stafford in 1644 to prevent its use by Royalists. Little remains today but some of the ruins are still visible during winter through the vegetation surrounding the area.

There is much of historic and archaeological interest within the Neighbourhood Plan area and this has been described in a comprehensive review [Lancaster 1998]. The Parish has a Conservation Area, which was extended in 2012, containing many historic and listed buildings as detailed below:

All Saints Church (Grade I listed)

All Saints Church dates back to 12c and is a very beautiful and important grade I listed building in the Conservation area. The core of the church dates from the 12th century and its north arcade is Norman. The church was remodelled in the 14th and 15th centuries, and the tower was built in about 1400; it incorporates both Decorated and Perpendicular features. Charles Lynam carried out a restoration in 1872. The pulpit is Jacobean, and the monuments date from the early 16th century.



Madeley Old Hall (Grade II* listed)

Madeley Old Hall is a Grade II* listed building in the Conservation area. Built in the late 1500s, it is a timber-framed black and white Elizabethan house with plaster infill standing on a sandstone plinth, originally with a cruciform floor-plan. Across the front gable of the house is carved the warning "WALLK KNAVE. WHAT LOOKEST AT". It stands in 2 acres of landscaped gardens.

Other Important Buildings

There are more than twenty other Grade II buildings of varied kinds and three Grade II Ancient Scheduled Monuments within the Parish. There are also several Buildings of Local Interest listed by the local authority.

Special Designations

All land to the north, east and south outside the settlement boundaries of Madeley and Madeley Heath is designated as green belt and land to the west is classified as "open countryside" as shown on the map in the Housing Growth section.

Landscape Area classifications in the existing Local Plan, within the Parish Area, are: Landscape Maintenance, Landscape Enhancement, or Landscape Restoration. These classifications have recently been re-examined by Staffordshire County Council after consultation with Parish representatives, but apart from rewording of the classification titles, few changes are envisaged.

The Parish has a Conservation Area, which was extended in 2012, containing a Grade I – listed 12c church. There are also more than twenty Grade II or II* buildings of varied kinds and three other Grade II Ancient Scheduled Monuments within the Parish as detailed in the previous section.

Environment

The village lies in a shallow valley, giving a general environment of sheltered quiet beauty. The relatively small hedged fields, narrow lanes and abundance of trees and woods add to the air of rural tranquillity. The rural character of the area and open green spaces was noted as very important in Community consultation.

Environmental Issues and HS2

The West Coast Mainline railway together with the M6 motorway run through the Plan Area north to south, carried in cuttings and on two bridges across the main roads.

The planned HS2 development will take a route through the western section of the Plan Area. Although the route is not directly through the main village of Madeley, it is expected to create major environmental impacts on the locality and local residents particularly during the construction phase together with permanent alteration of the landscape of the countryside. Local estate agents have reported a decrease in demand within Madeley owing to the planned HS2 development.

Community and Stakeholder Engagement

Madeley Parish Council developed a programme of community and stakeholder engagement which has been used to guide the process of producing the Neighbourhood Development Plan. The Parish Council recognises that the Neighbourhood Development Plan must reflect the needs of the community and the locality.

Accordingly, the Parish Council has sought to communicate with residents in a timely and effective manner and to inform and actively engage with them throughout the process of producing the Neighbourhood Development Plan. The community engagement carried out in producing the draft Neighbourhood Development Plan is summarised in the community engagement table, found on the following pages.

To achieve the varied community engagement the Parish Council has used a wide range of communication methods including open meetings, a dedicated website (www.madeleynp.org), stand at village events, social media such as the Facebook page, the Madeley Conservation Group newsletter and two large banners at prominent positions in the village. In addition, specially printed questionnaires were circulated to all households in the parish at the detailed community consultation stage.



The Neighbourhood Development Plan has undertaken or will be undertaking the following statutory consultation as part of the process:

- Publicity of the Neighbourhood Area (already done by Local Planning Authority)
- Pre-submission consultation (to be done by Parish Council)
- Publicity following submission (to be done by Local Planning Authority)



Initial consultations and publicity was carried out for the Neighbourhood Development Plan at the start of the process between May and September 2017. This involved an initial brief questionnaire, three workshops held in the Madeley Centre which were open to all residents and various forms of publicity to the community. This enabled the later comprehensive questionnaire in January 2018, to focus on, confirm and expand upon, the key issues identified previously.

The following table illustrates the non-statutory community and stakeholder engagement undertaken as part of the evidence gathering and Neighbourhood Development Plan process, used to inform, shape and scope the plan.

Date	Method/Action	Purpose
April 2017	Establish the NP Steering Group made up of Parish Councillors and local residents.	To enable a programme of community engagement to inform, scope and shape of the NP.
May 2017	Establish website (www.madeleynp.org)	To publicise the development of the Neighbourhood Plan process and keep local residents and interested parties informed of progress.
June - September 2017	<p>Initial community questionnaire.</p> <p>Attendance at various village events including Madeley Festival, Dog show and HS2 roadshow. Three days of Neighbourhood Plan Roadshows held in the Madeley Centre open to all residents.</p> <p>Publicity in the Parish Council Newsletter, Madeley Conservation Group Newsletter and on social media.</p>	<p>To identify residents and stakeholders initial views on key issues to help shape priorities.</p> <p>To publicise the development of the Plan and initial questionnaire.</p>
October - November 2017	Analysis of community feedback from initial questionnaire and events.	To identify priorities and to focus the next phase of activity.
November - December 2017	Preparation of comprehensive questionnaire based on the findings of initial feedback and plan to maximise response from community and stakeholders.	To ensure the detailed questionnaire covers the priorities previously identified and all other important issues.
January 2018	<p>Detailed community consultation exercise including distribution of 1,800 comprehensive questionnaires, one to every household in the Neighbourhood Plan area with pre-paid envelope for response and a version of the questionnaire on the website to allow online submission.</p> <p>Publicity to maximise response rate including:</p> <ul style="list-style-type: none"> • Large banners at prominent positions in the village. 	To gain detailed information from the community on important issues and priorities identified at the earlier consultation.

	<ul style="list-style-type: none"> • Stand and post box at Madeley Centre throughout the consultation period. • On the www.madeleynp.org website • Social media posts by Simon White (Borough and Parish Councillor and Mayor) • Promoted in the Madeley Conservation Group newsletter 	
February - March 2018	Analysis of the detailed community consultation questionnaire.	<p>The data has been analysed and the findings used to inform the writing of the Neighbourhood Plan.</p> <p>The response rate was very positive with 785 questionnaires completed during the consultation period.</p>
April – May 2018	<p>Stakeholder Engagement</p> <p>The Parish Council Clerk wrote to stakeholders inviting their input and comments.</p>	To obtain input and feedback from stakeholders to inform the writing of the Neighbourhood Plan.
April – July 2018	Local Green Space audit.	<p>Community consultation identified that local green spaces are very important and many were nominated for assessment against the NPPF criteria.</p> <p>An audit of each of the suggested sites was performed against the original NPPF 77 and updated NPPF 100 criteria to identify sites that are appropriate for potential designation as a Local Green Space.</p>
	<p>Local Green Space consultation.</p> <p>The Clerk wrote to all landowners and occupiers of sites identified for potential designation as Local Green Spaces to invite their comment.</p> <p>There was a display and information about the potential Local Green Spaces at the Madeley Centre and</p>	To obtain comments and feedback about the designation of sites as Local Green Spaces from landowners, occupiers, users, the community and Newcastle-under-Lyme Borough Council.

	<p>shown on the website throughout the consultation period.</p> <p>Detailed meetings were also held with Newcastle-under-Lyme Borough Council to ensure the policy and proposed designations did not conflict, and worked with, their emerging local plan.</p>	
October 2018 to January 2019	<p>Analysis and Further Review of Local Green Spaces</p> <p>The consultation responses were reviewed and analysed to identify potential changes to proposed Local Green Spaces designation.</p> <p>This review identified that it was necessary to update the Local Green Spaces to address responses that raised relevant issues including the removal of 7 sites which were reclassified as Recreation, Leisure, Play and Sports Facilities.</p>	To ensure that proposed Local Green Space designations are appropriate and reflect relevant issues identified by comments from landowners, occupiers, users and the community.
January – February 2019	<p>Madeley Parish Council appointed an Independent Examiner (Nigel McGurk) to perform a ‘health check’ with emphasis on the Local Green Spaces policy, proposed designations and evidence base.</p> <p>The examiner was provided with everything he requested including the draft plan, local green space audit work and responses to the first Local Green Spaces consultation.</p> <p>He issued a detailed report in February 2019 which contained recommended changes. All recommended changes were accepted, and the draft Plan and Local Green Spaces policy was updated accordingly. Subject to these changes, he concluded that all proposed Local Green Space</p>	Local Green Spaces have been consistently identified as being very important to the community. Therefore, it was considered appropriate to appoint an experienced examiner to perform a ‘health check’ and policy review of the proposed LGS to ensure the policy was appropriate and the proposed designations robustly met all criteria.

	designations met the criteria and were appropriate.	
August – September 2019	<p>Second consultation on Local Green Space following updates as a result of the first consultation.</p> <p>The Clerk wrote to all landowners and occupiers of sites identified for potential designation as Local Green Spaces to invite their comment.</p> <p>A display and information about the potential Local Green Spaces to be shown at the Madeley Centre and shown on the website throughout the consultation period.</p> <p>A detailed meeting was also held with Newcastle-under-Lyme Borough Council to ensure the policy and proposed designations do not conflict, and worked with, their emerging local plan.</p>	To obtain comments and feedback about the revised designation of sites as Local Green Spaces from landowners, occupiers, users, the community and Newcastle-under-Lyme Borough Council.

Key Outcomes and Issues

As a result of the community engagement the key issues and themes for the Neighbourhood Development Plan were identified and from these the vision and aims were formed. Below is a SWOT analysis of the main issues raised through the process.

Strengths

- Rural character of the parish
- Green and open spaces
- Sense of community
- Conservation area and historic buildings including Grade 1 listed Church and churchyard
- Facilities including Madeley Centre, GP surgery, good local schools and shops.

Weaknesses

- Lack of sports and recreation facilities
- The Monument junction is dangerous and unable to cope with volume of traffic
- Speed of traffic and pedestrian safety
- Poor road and pavement maintenance
- Visual impact and noise pollution from M6 motorway and railway

Opportunities

- Safeguard rural character and local green spaces
- Preserve and enhance the heritage and historic buildings
- Encourage sustainable development according to evidenced need in appropriate locations with good design
- Increase and improve sports and recreation facilities
- Facilitate improvements to Monument junction
- Identify suitable measures to manage/calm traffic
- Create a mix of housing types – affordable, family homes and bungalows.

Threats

- Damage to the area caused by HS2 including construction phase resulting in decline in the area
- Existing facilities are at or approaching capacity so unable to cope with new developments
- Development resulting in loss of important rural views or in or near the conservation area damaging the character of the area.

Policies

Policy Context

Neighbourhood Plans must meet certain “basic conditions”. These will be tested through the independent examination and will be checked by the local planning authority before the plan is able to proceed to the referendum. The Basic Conditions for Neighbourhood Plans are that:

- They must have appropriate regard to national policy;
- They must contribute to the achievement of sustainable development;
- They must be in general conformity with strategic local policy; and
- They must be compatible with EU obligations.

In addition, Neighbourhood Plans must be compatible with human rights legislation.

National Policy

The National Planning Policy Framework (NPPF), February 2019 requires Neighbourhood Plans to set out a positive vision for the future of the local area and planning policies to guide decisions on planning applications. This Neighbourhood Plan has been written having regard to national planning policy and guidance.

Paragraph 8 of the NPPF identifies three overarching objectives to achieving sustainable development of which this Neighbourhood Plan seeks to positively address:

*“a) **an economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;*

*b) **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and*

*c) **an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change, including moving to a low carbon economy.”*

These themes are reflected in the following policies, acknowledging the point raised in Paragraph 9 of the NPPF which states that:

“These objectives should be delivered through the preparation and implementation of plans and the policies in this Framework; they are not criteria against which every decision can or should be judged. Planning policies and decisions should play an active role in guiding

development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area.”

Sustainable Development

One of the basic conditions for a Neighbourhood Plan is to help achieve sustainable development. A key principle of the NPPF is the presumption in favour of sustainable development, which is defined clearly in paragraph 11. This means planning positively identifying opportunities to meet the development needs of the neighbourhood area. Sustainability has social, economic and environmental dimensions, and through the policies of this Neighbourhood Plan we seek to ensure the viability and sustainability of our diverse rural Parish.

Growth across the Neighbourhood Area of Madeley, should not be to the detriment or loss of Green Belt and will be concentrated around the potential development of strategic sites and appropriate infill. The Neighbourhood Plan promotes the re-use of existing buildings. This will be augmented by the usual smaller-scale incremental development that is typical of rural villages and small settlements.

The NPPF, Paragraph 13 states that in pursuing sustainable development, neighbourhood plans should support the delivery of strategic policies within the adopted Local Plan. Through the policies in the Neighbourhood Plan we aim to achieve these, ensuring growth is sustainable through policies on:

- Local Heritage,
- Housing Growth;
- Design;
- Community Facilities;
- Natural Environment;
- Transport; and
- Madeley Village Centre.

Local Strategic Policy

The adopted Local Plan is the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006–2026, adopted in October 2009. The emerging Stoke-on-Trent and Newcastle-under-Lyme Joint Local Plan 2013–2037 is currently being prepared.

Whilst the basic conditions relate to adopted strategic local policies, we have also taken account of the emerging Stoke-on-Trent and Newcastle-under-Lyme Joint Local Plan 2013–2037.

The Neighbourhood Plan Steering Group has consulted with Newcastle-under-Lyme Borough Council throughout the preparation of the Neighbourhood Plan to reduce the risk of disparities between the emerging Joint Local Plan and the Neighbourhood Plan. The Steering Group has also responded to formal consultations on the Joint Local Plan.

Policies for the Neighbourhood Area

The policies in the Madeley Neighbourhood Plan are based on evidence gathered from official statistics and existing publications and reports commissioned for the Plan. In addition, local surveys, views, comments and ideas expressed by the local community have been taken into account. The consultation process with the local community and key stakeholders is summarised in the Community and Stakeholder Engagement section.

EU Obligations

This neighbourhood plan is compatible with EU obligations and has included an Equalities Impact Assessment within its Basic Conditions Statement. The policies within this plan have been prepared with due care and consideration to ensure they are compatible with EU obligations and the neighbourhood plan has been screened by Newcastle-under-Lyme Borough Council for SEA. The screening response confirmed that a SEA is not required. There are no sites that would make the Habitat Regulation apply.

The policies in this Neighbourhood Plan seek to deliver the aspirations and needs of the local community, within the framework of meeting the basic conditions and other legal requirements. The policies are structured as follows:

1. Purpose;
2. Rationale/evidence;
3. Policy; and
4. Interpretation.

Local Green Space

Paragraph 99 of the National Planning Policy Framework 2018 states:

“The designation of land as Local Green Space through local and neighbourhood plans allows communities to identify and protect green areas of particular importance to them.”

In Paragraph 100 (February 2019), the NPPF goes on to establish the tests for the designation of Local Green Space, requiring that it is:

“...in reasonably close proximity to the community it serves; demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and local in character and is not an extensive tract of land.”

In addition to the above, Paragraph 99 of the Framework requires that the designation of land as Local Green Space should be consistent with the local planning of sustainable development and complement investment in sufficient homes, jobs and other essential services.

Local green spaces in Madeley are extremely important to the local community. Following extensive consultation and engagement, the community has overwhelmingly identified the appropriate protection of these spaces as perhaps the most important part of the Madeley Neighbourhood Plan.

The following table illustrates the five key stages in the consultation and designation process that has resulted in the five designated LGS:

<p>Stage 1</p>	<ul style="list-style-type: none"> Initial community consultation in June 2017 identified the importance of local green spaces to the community and 10 sites were nominated during that consultation.
<p>Stage 2</p>	<ul style="list-style-type: none"> A detailed questionnaire was sent to all households in the Parish in January 2018. Part of this covered LGS. The questionnaire was used to obtain more information about the opinions of the community on the 10 sites suggested at Stage 1 and offered the opportunity to suggest other sites for consideration. 21 sites were nominated in total through stage 1 and stage 2. The 21 sites were tested in detail by the Steering Group against the NPPF and this included site visits. 12 of the 21 sites were considered to meet the criteria.
<p>Stage 3</p>	<ul style="list-style-type: none"> Formal LGS consultation: Formal LGS consultation was conducted in August and September 2018. This included writing to the landowners and users of the 12 sites shortlisted, wider community engagement and consultation with Newcastle-under-Lyme Borough Council. Consultation responses were logged and considered by the Steering Group. Further work was performed and additional evidence gathered. As a result, the number of sites considered appropriate to take forward

	for formal LGS designation in the neighbourhood plan was reduced to 5. The other 7 sites were changed to a new Neighbourhood Plan policy that supported their community and sporting uses but did not apply the strict LGS designation. In addition, some revisions were made to the 5 LGS sites including reduction in area size, policy wording and descriptions.
Stage 4	<ul style="list-style-type: none"> • LGS Health Check: Madeley Parish Council appointed an Independent Examiner (Nigel McGurk) to perform a 'health check' on the Local Green Spaces policy, proposed designations and evidence base. • He issued a detailed report in February 2019 which contained some recommended changes. All recommended changes were accepted, and the draft Plan and Local Green Spaces policy was updated accordingly. Subject to these changes, he concluded that all proposed Local Green Space designations met the criteria and were appropriate.
Stage 5	<ul style="list-style-type: none"> • Round 2 formal LGS consultation: A second round of formal LGS consultation was conducted on the updated LGS in August and September 2019. This included writing to the landowners and users of the revised LGS and consultation with Newcastle-under-Lyme Borough Council. • Consultation responses were logged and considered by the Steering Group. From this evidence together with everything from the 5 stages, the Neighbourhood Plan designates 5 sites.

Taking all of the above into account, the Neighbourhood Plan designates the 5 Local Green Space identified in Policy LGS. A detailed description of each Local Green Space, together with the reasons why the Local Green Space meets the national policy tests, is provided in Appendix 1 to this Neighbourhood Plan. In addition, the Consultation Statement and the evidence base provides a detailed audit trail of the extensive public consultation through which the designations emerged. Whilst not everyone consulted fully supported all of the designations, the evidence base shows that consultation was pro-active and open and that a very significant majority of people supported the designation of each of the 5 sites.

LGS: Local Green Space Designation

The following sites are designated as Local Green Space, where all development is ruled out other than in very special circumstances:

Reference	Name and Location
LGS 1	Doctors Field, Station Road, Madeley
LGS 2	College Field, New Road, Madeley
LGS 3	Madeley Pool, Poolside, Madeley
LGS 11	The Springs, The Holborn, Madeley
LGS 12	Heath Wood, Hillwood Road, Madeley Heath

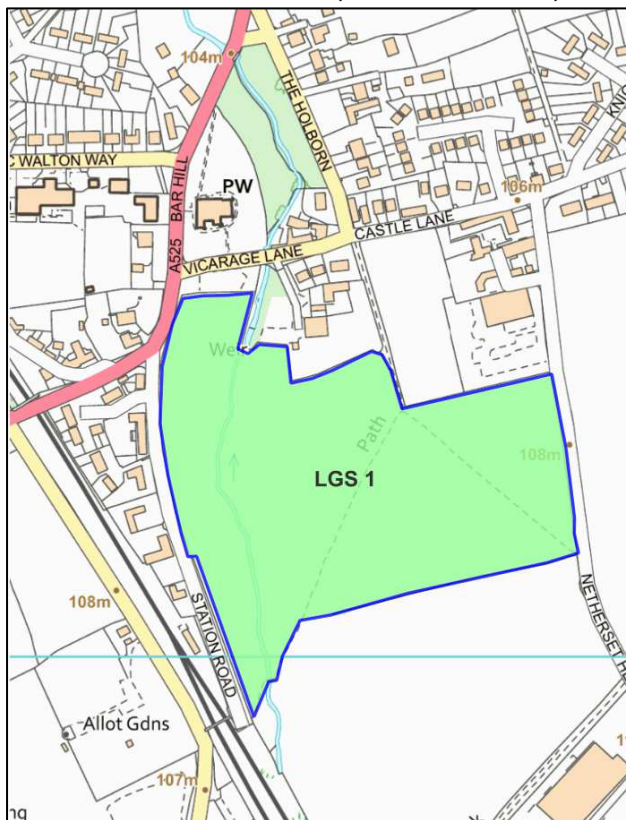
Plans for each of the sites are included on the following pages.

Interpretation

Policy LGS prevents development other than in very special circumstances. The Parish Council considers that such very special circumstances might, for example, comprise the provision of storage or changing facilities to support a recreational use, or improvements to public rights of way.

Local Green Space Plans

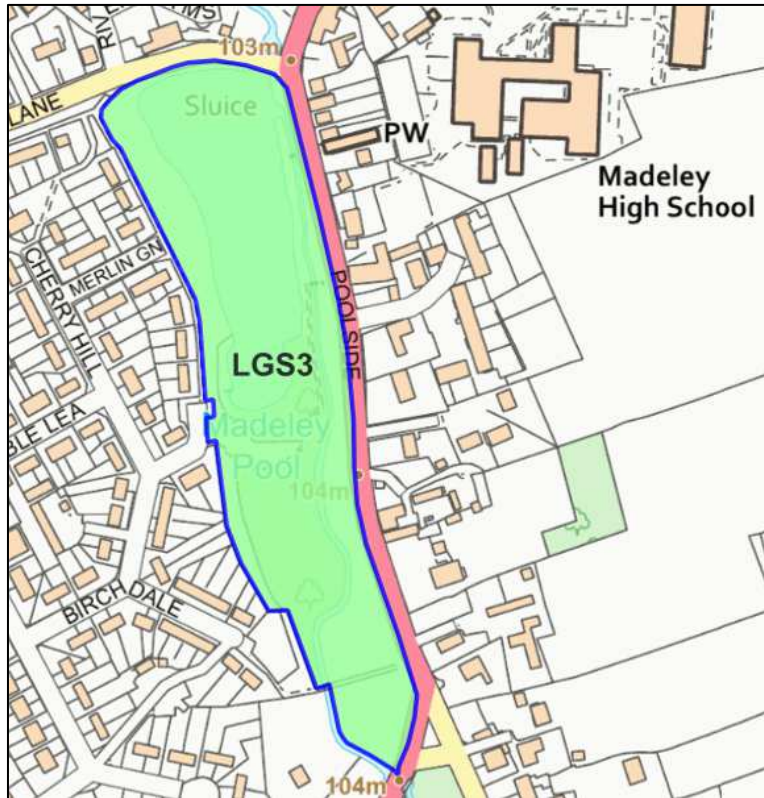
LGS1 Plan - Doctors Field, Station Road, Madeley



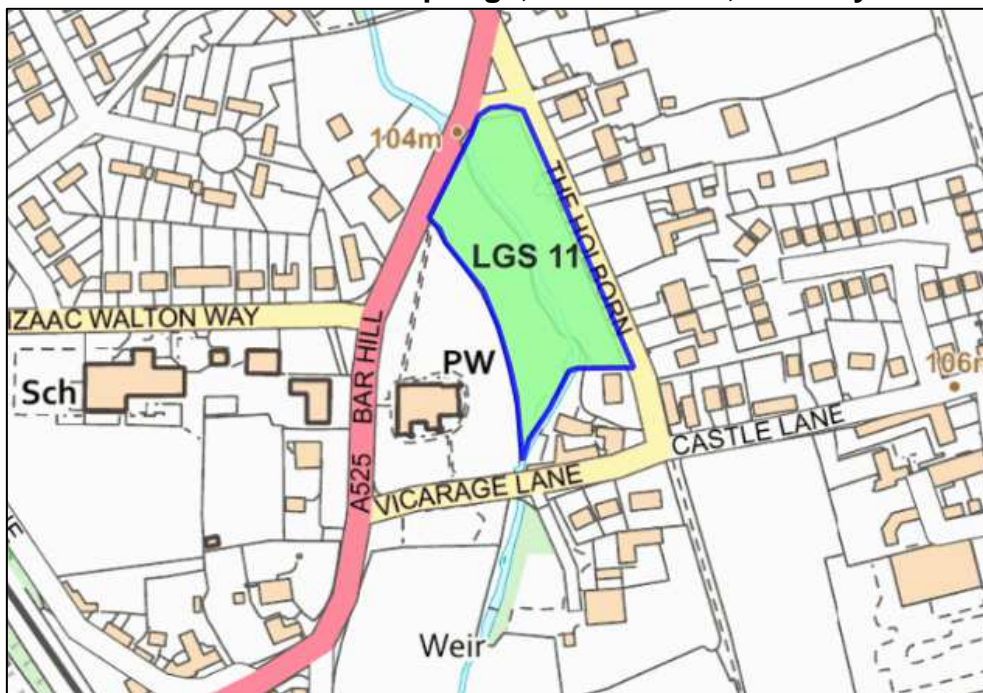
LGS2 Plan - College Field, New Road, Madeley



LGS3 Plan - Madeley Pool, Poolside, Madeley



LGS11 Plan - The Springs, The Holborn, Madeley



LGS12 Plan - Heath Wood, Hillwood Road, Madeley Heath



Housing Growth

Located to the west of Newcastle-under-Lyme the urban centre of the Borough, the rural parish of Madeley consists of the larger village of Madeley and adjoining Madeley Heath and smaller settlements of Leycett and Onneley. According to the 2011 Census data the Parish had 1,826 households, which equated to 3.5% of the entire number within the Borough and a total population size of 4,222 according to the 2011 Census data.

The Housing Needs Assessment, December 2017 considered local factors specific to the Neighbourhood Area and the potential impact on demand/need for certain housing types. The following table illustrates these types identified and the rationale for need, furthermore it goes on to highlight how or why these should be addressed through planning policy.

Summary of local factors specific to Madeley NP with a potential impact on housing [Type](#)

Factor	Source(s) (see Chapter 4)	Possible impact on housing needed	Conclusions & Recommendations
Affordable Housing (AH)	Census, SHMA studies, Housing Waiting List data	The Affordability Ratio for Madeley in 2014 was 3.85, suggesting that affordable market housing (AMH) is accessible to households on average incomes. Data from SHMA suggests that 42.5% of all households require subsidy to access dwellings of the right type and size for their needs. At the borough level in 2015, the lower quartile affordability ratio stood at 5.98. Given that average lower quartile house prices are higher in Madeley than for the wider borough, this suggests affordability ratio for those on lower incomes in Madeley is greater than 6.	This indicates an affordability crisis for those on lower incomes. Shared ownership is a plausible route to home ownership for those on low incomes, for example first time buyers The value of entry level market properties generates a compelling argument for discounted market sales housing and affordable private rent housing. These tenures are suitable for newly forming households. The evidence we have gathered does not support MPC developing its own AH policy, but does suggest Local Plan policy should be assertively implemented within the NPA. Build to Rent should be included in the housing mix, to acknowledge the growing role this takes in providing housing to those on modest incomes.
Demand/need for smaller dwellings	Census, Land Registry Price Paid Data	One person households currently form around 30% of all households and, while they have shown limited growth in recent years, they are forecast to grow strongly in the district in the period to 2039. The number of concealed households is 17, or 1.3% of all households Families with non-dependent children make up 9.6% of all households.	In part, this stems from the ageing population, and is therefore likely to be true for the NPA given the strong representation of older age groups.
Demographic Change	Census, SHMA studies	Over the decade 2001 – 2011, there has been a fall in the numbers of younger people, combined with an increase in those aged 65+ of 90 individuals over the period. At the district level an increase to the number of those aged 65+ of around 11,000 is forecast between 2013 and 2039; this compares with very modest	As we have seen, given the significant forecast increases in people aged 75+, it is appropriate for policy to provide support for a significant quantum of sheltered and extra care housing as part of the delivery of new housing. In arriving at an appropriate level of housing for older people of different

		increases in the numbers of those falling into other age groups between 2013 and 2039.	types, we have applied the Housing Learning and Improvement Network's suggested numbers per 1,000 of the 75+ population. The data shows an estimate of the increase in the numbers of older people aged 75+ of 200 (402-602). This will result, over the Plan Period, in a need for 50 sheltered and extra care dwellings, although it is not reasonable to expect or practicable for these to be provided within the NPA.
Family-sized housing		At 34% families with children form the largest household type in the NPA. Data set out in the SHMAU suggests their numbers are forecast to rise within the district in the period to 2039. The SHMAU takes a proactive stance, recommending that planners seek more accommodation suited to the needs of young families to support settlement viability and overall prospects for sustainable economic growth. NPA has seen a decline in the number of those dwellings sizes (smaller and medium sized family homes) that are forecast to be in greatest need over the plan period.	Planning policy to play an active role to ensure the mix of dwelling sizes addresses the community need for smaller dwellings of 2-3 rooms as well as family dwellings of 5-6 rooms over the Plan Period.

(Pg12,13, Madeley Housing Needs Assessment, December 2017, AECOM)

It is clear from the table above that there is a need for:

- Any affordable homes, provided in the Parish include a mix of shared ownership schemes and build to rent schemes;
- Potentially there is a need for a further sheltered or extra care dwellings; and
- Need for smaller family-sized housing of 2-3 rooms and larger homes of 5-6 rooms over the plan period.

The vision of the adopted Core Spatial Strategy states:

“The rural quality of life will be characterised by the attractiveness, diversity, vitality and sustainability of its landscapes and communities. Focused growth, combined with investment in a safe and more sustainable transport network, will support the provision of and access to essential local services and help to ensure a diverse range of local housing needs and employment opportunities are catered for.”

(Pg96, Adopted Core Spatial Strategy, 2006–2026)

The housing growth policies aim to inform future housing growth to ensure it is supported in sustainable locations and benefits the existing and new communities of the area.

The adopted Core Spatial Strategy identifies a hierarchy of five types of centre, from Strategic Centres, at the most urban end of the hierarchy, through to villages at the opposite end. These are listed in order below:

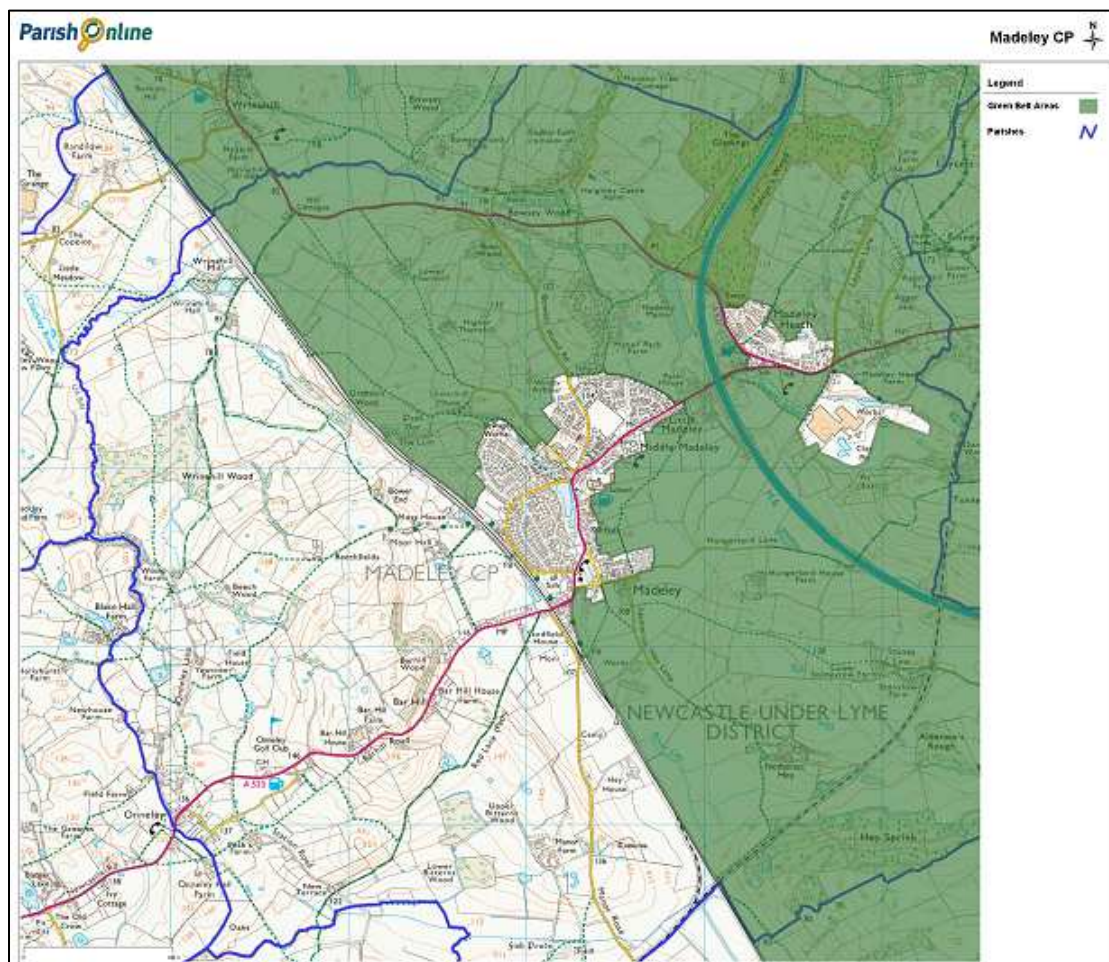
- Strategic Centres;
- Significant Urban Centres;
- Local Urban Centres;
- Rural Service Centres; and
- Villages.

Within the Neighbourhood Area Madeley is classified as a Rural Service Centre and Madeley Heath as a Village. The other two settlements in the Neighbourhood Area are too small for classification in this hierarchy.

The adopted Core Spatial Strategy identifies that development in these centres will be of an appropriate nature and scale.

Predominantly the Neighbourhood Area consists of the main settlement of Madeley and Madeley Heath and smaller settlements set within the Green Belt and open countryside of Leycett and Onneley. The growth strategy for the Neighbourhood Plan considers a number of factors that include constraints such as Green Belt, special landscape designations, topography, and infrastructure.

The following map shows the current Green Belt boundary in relation to the Neighbourhood Area:



HOU1: Housing Development

New residential development will be supported in the following locations:

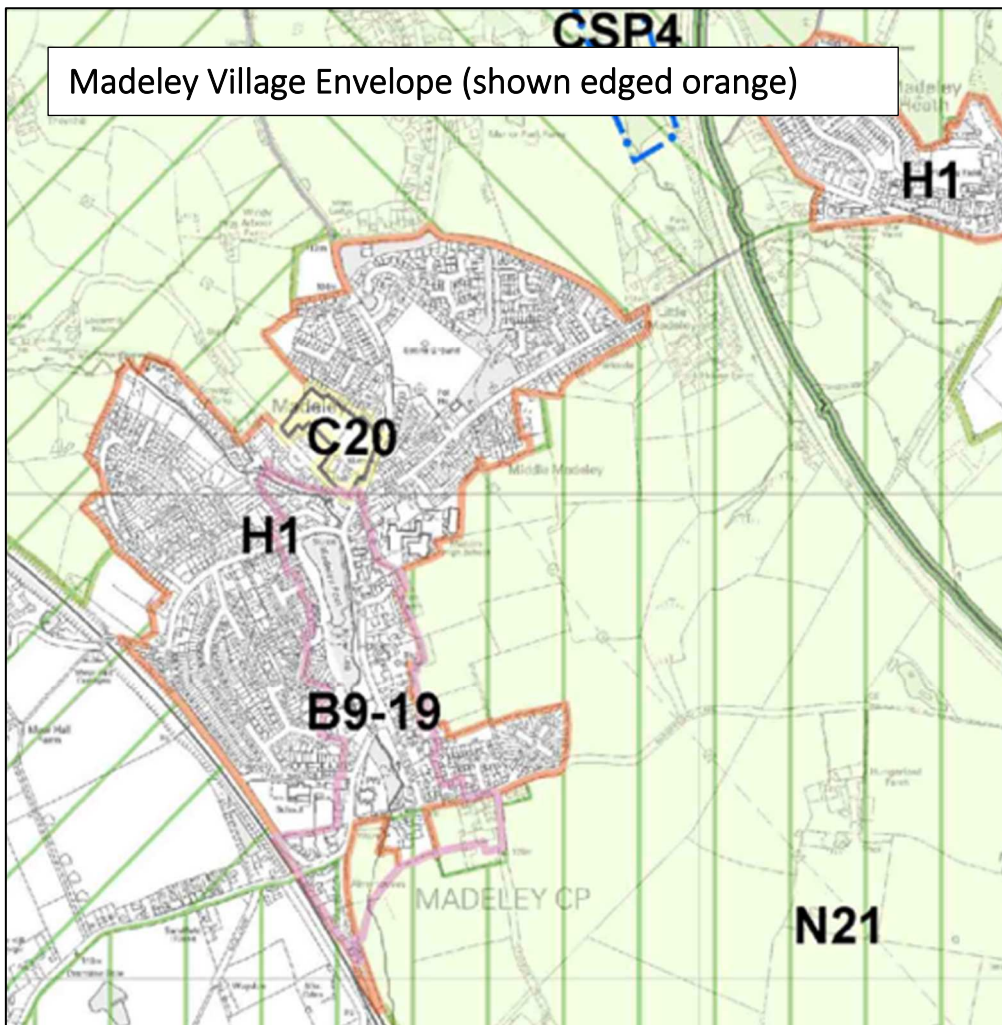
- **Within Madeley village and Madeley Heath village envelope (see Plan on the following page);**
- **Infill development in close proximity to existing buildings within the areas of Onneley and Leycett villages.**

Support for approval will be subject to:

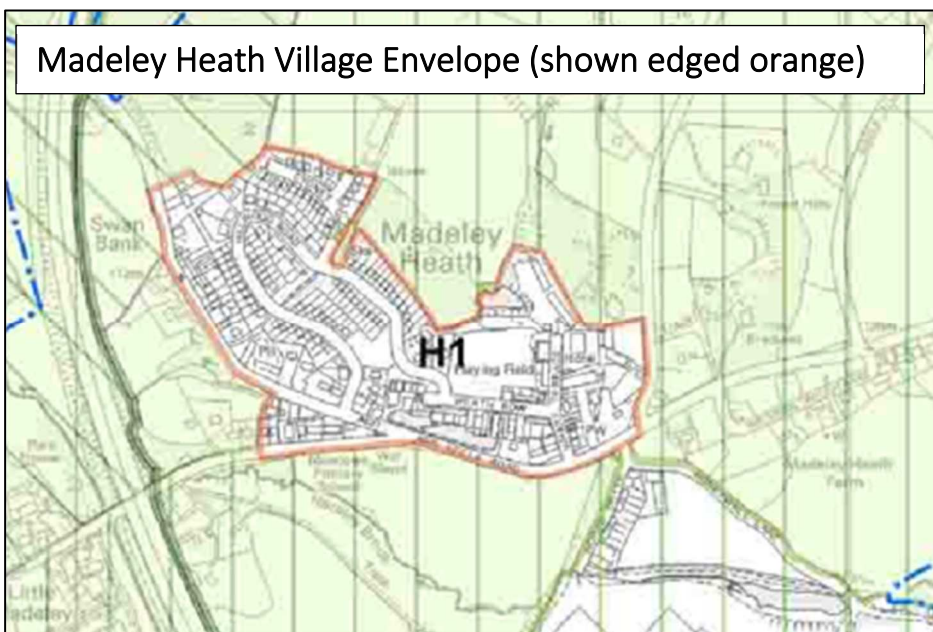
- **There being suitable vehicular access to the site and no severe adverse impact on traffic safety and capacity;**
- **There being no significant adverse impact on the amenities of nearby residential properties;**
- **There being no significant adverse impact on built heritage including within the Madeley Conservation Area or on the natural environment, including trees, watercourses and landscapes;**
- **There being no encroachment into the rural area, including the open area that provides separation between Onneley and Madeley and Leycett and Madeley Heath.**

Interpretation

New housing should be focused into existing settlements and strategic sites allocated by the Local Plan. This helps to make existing settlements more sustainable and prevents those settlements from encroaching into the open countryside or from merging into each other.



https://www.newcastle-staffs.gov.uk/sites/default/files/IMCE/Planning/Planning_Policy/DevelopmentPlan/South%2028%2004%202011.pdf (Accessed 6th February 2020)



https://www.newcastle-staffs.gov.uk/sites/default/files/IMCE/Planning/Planning_Policy/DevelopmentPlan/North%2028%2004%202011.pdf (Accessed 6th February 2020)

HOU2: Housing Mix

Residential development must meet local need through a suitable mix. In particular, this includes:

- **Small (2-3 rooms) development for first-time buyers or those seeking to downsize;**
- **Larger family housing (5-6 rooms);**
- **Housing suitable for the elderly, including sheltered housing and extra care.**

Affordable housing must be provided within the Neighbourhood Area and must be tenure blind. In particular, there is a need for shared ownership schemes and build-to-rent schemes.

Interpretation

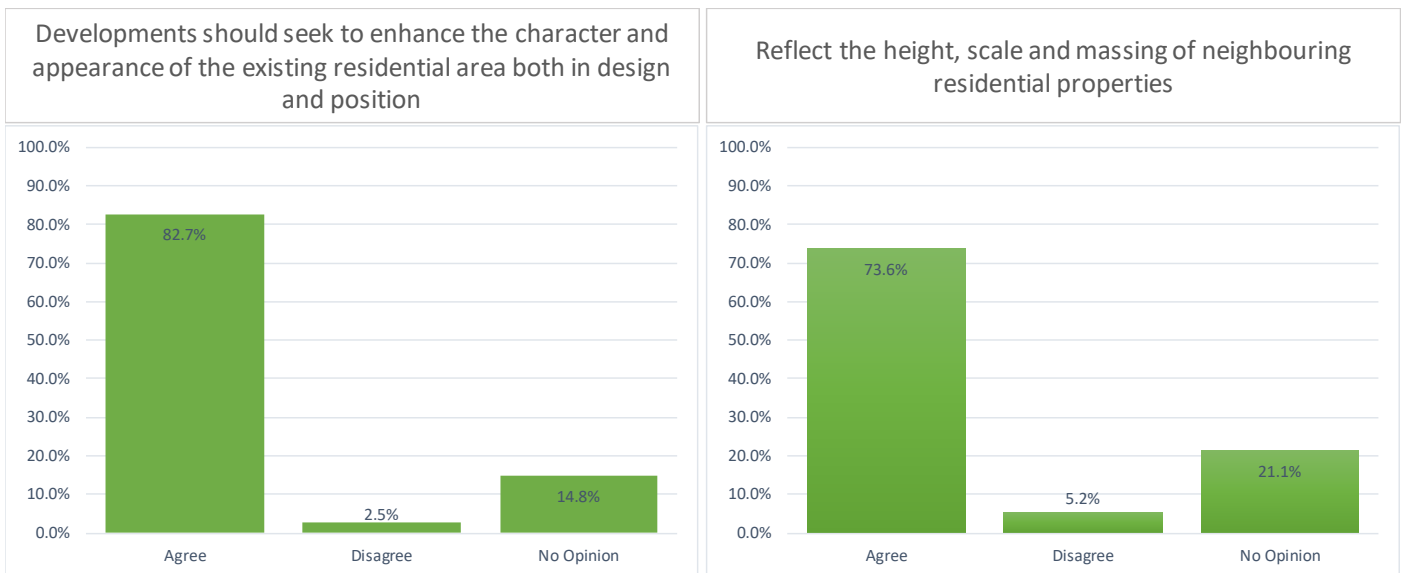
Tenure-blind means that affordable housing should be mixed in with the standard market housing, rather than being on a separate site or poorer design. The policy does not seek to amend affordable housing policies in the local plan in terms of proportions required. However, it does require local provision, rather than financial contributions to affordable housing outside of the Neighbourhood Area.

Design

Madeley Parish is predominantly set within the greenbelt, within the rural area outside of Newcastle under Lyme's main urban conurbation. It has a distinctive rural character, comprising of one main village settlement, Madeley where the largest concentration of services, facilities, employment and housing are located and three smaller rural settlements of Madeley Heath, Leycett and Onneley.

The parish has a number of designations for both the built and natural environment, including Bateswood Nature Reserve and Madeley Conservation Area, which was designated in 1972 and extended in 2012.

To be sustainable, new development needs to be well designed, to complement the existing character and quality of the individual villages. New buildings, streets and spaces should be integrated within their setting, both functionally and aesthetically. This is echoed in the responses from the community survey highlighted key design aspects. The following graphs illustrate some of the responses received:



Other observations that have arisen from community engagement include the point that affordable housing should enhance the village and not be of poor design.

Garages in all new dwellings should have increased width to reflect car design trends.

The NPPF confirms that good design is indivisible from good planning. It recognises that well-designed buildings and places improve the quality of people's lives and that it is a core planning principle always to secure good design, particularly where developments are in an isolated location. Neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. Such policies should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics.

Paragraph 125 of the NPPF states that:

“Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable.”

Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development."

It goes on to acknowledge in paragraph 127 that:

"Planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."*

For Madeley Parish these requirements are interpreted in design policy DES1.

DES1: Design

New development must complement the local context and be sustainable. Development must:

- **Maintain separation between public and private spaces;**
- **Complement the existing character and townscape in terms of scale and massing;**
- **Avoids the appearance of overdevelopment and over urbanization, taking account of the rural character of the area;**
- **Complement the established layout in terms of set-back from the road and spacing around dwellings;**
- **Ensure car-parking is integrated into the design and layout, so that it does not dominate streets and spaces;**
- **Use high quality, durable materials, to complement the site and surrounding context, including local materials such as Staffordshire Blue or Staffordshire Mix clay tiles;**
- **Provide sustainable drainage and permeable surfaces in hard landscaped areas;**
- **Provide electrical car charging points within curtilage of properties, accessible from parking areas;**

- Provide safe, well designed streets and spaces that enable natural surveillance; and
- Provide screened storage space for bins and recycling.
- Distinctive, site-specific architectural solutions will be encouraged, especially innovative designs in terms of building performance.
- Use boundary treatments that reflect the local character.

Interpretation

Design and access statements submitted with planning applications should make clear how the requirements of this policy have been met.

In terms of high-quality materials, the policy would be met by authentic local materials and other durable materials with a high standard of finish and durability. The policy would not be met by poor-quality imitation of traditional materials, such as plastic fascia boards or concrete roof within the Conservation Area.

Complementing the existing structure is not necessarily about imitation but can include well-designed contemporary interventions.

Boundary treatments should be reflective of the local character and should avoid large expanse of panel fencing.

In dealing with planning applications, the Local Planning Authority will have a special duty to consider whether the development will preserve or enhance the character or appearance of the Madeley Conservation Area or preserve Madeley's listed buildings and their setting.

DES2: Development in the Madeley Conservation Area

Development proposals within Madeley Conservation Area and/or its setting should demonstrate how they will conserve or enhance this important heritage asset, taking into account and respecting the important views identified below and on Map DES2 on the following page.

View A – Views over pool along Poolside.

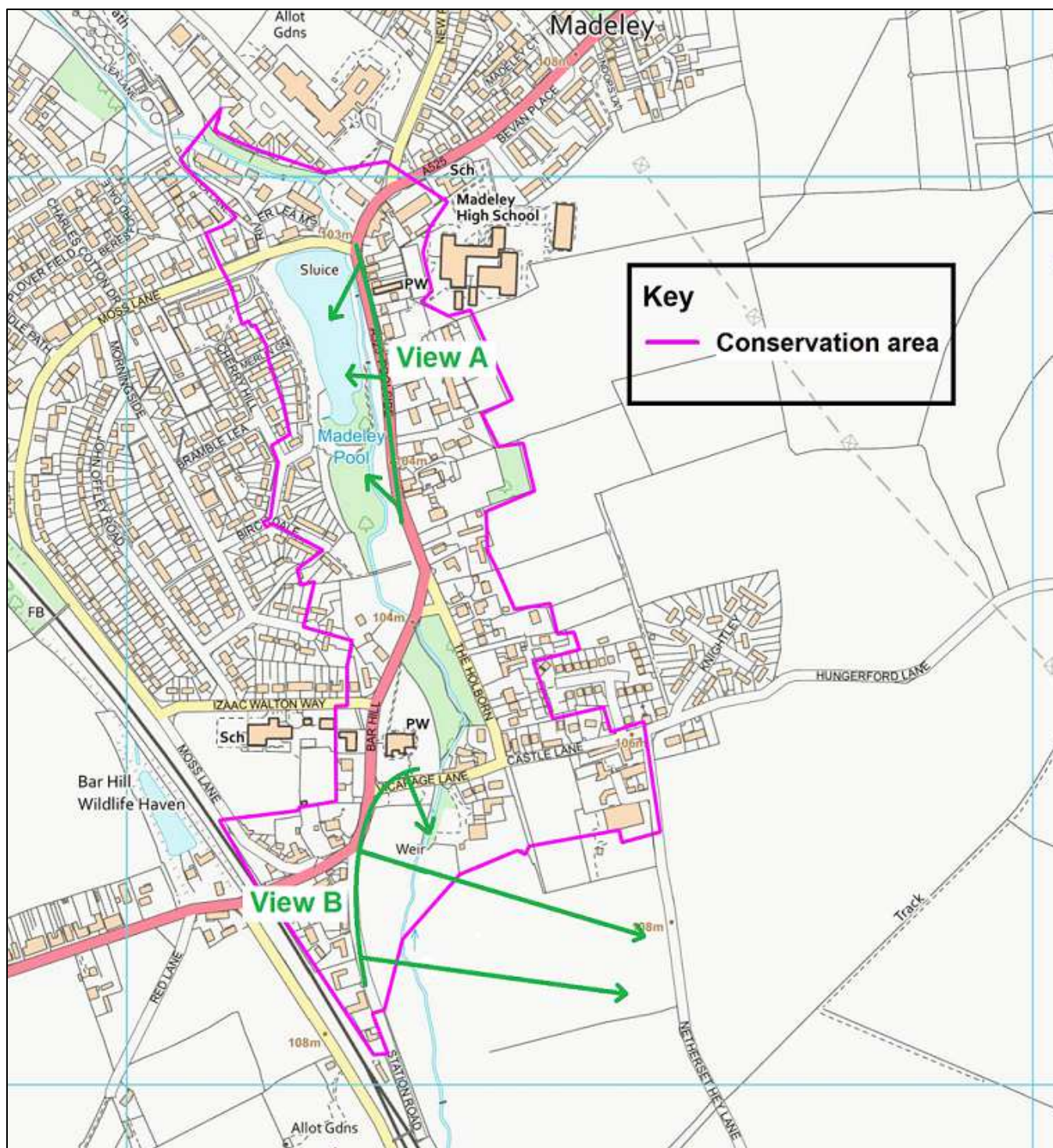
View B – Rural views from All Saints Church and western entrance to the village in the conservation area.

Interpretation:

The National Planning Policy Framework recognises heritage assets as irreplaceable and requires that they are conserved or enhanced in a manner appropriate to their significance.

Madeley Conservation Area and its setting comprises a heritage asset of national significance. The Neighbourhood Plan is concerned to ensure that all development within the Conservation Area or its setting conserves or makes a positive contribution to the quality of the natural and built environment. To help achieve this, the Parish Council has identified key views within the Conservation Area and development proposals will be expected to respect the integrity of these. It is strongly recommended that proposals likely to impact on the Conservation Area or its setting be discussed with the Parish Council and/or the community prior to the submission of a planning application.

Map DES2 - Locally Important Views



Community Facilities

The Neighbourhood Area has a number of community facilities and services (defined as land and buildings which benefit local communities) including village hall, churches, playing fields, allotments and children's playgrounds. The Neighbourhood Area also has a variety of other community facilities and services including primary and secondary school, shops, post office, GP surgery, public houses,

The community facilities and services are concentrated in the village of Madeley and are valued both by the wider community and by those in their immediate vicinity. These facilities and services are considered fundamental to maintaining a good quality of life within the Neighbourhood Area and ensuring that its current level of sustainability is not diminished.

A list of the current community facilities and services can be found in the About the Parish section. The intention of the policies of the Neighbourhood Plan is to ensure that such facilities and services are safeguarded, enhanced or increased in the future development of the Neighbourhood Area.

As part of the aspiration to promote healthier lifestyles and well-being within the community the NPPF states in paragraph 92, A that planning policy should:

plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments."

Paragraph 97, also identifies that:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

"To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should

a) an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or

b) the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or

c) the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.";

CF1: Recreation, Leisure, Play and Sports Facilities

New development must have no significant adverse impact on the recreation, leisure, play and sport facilities listed below. Development will not be permitted unless:

i) an assessment has been undertaken which shows them to be surplus to requirements; or

- ii) the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- iii) the development is for alternative amenity, play or recreation provision, the needs for which clearly outweigh the loss.

Reference Name and Location

REC 1	Madeley White Star, Manor Road, Madeley
REC 2	Leycett Cricket Club, Leycett Lane, Leycett
REC 3	Onneley Cricket Club, Bar Hill Road, Onneley
REC 4	Manor Road Allotments, Manor Road, Madeley
REC 5	Madeley Centre Allotments, New Road, Madeley
REC 6	Wharf Terrace Playing Field, Wharf Terrace, Madeley Heath
REC 7	Madeley Pool Play Area, Birchdale, Madeley

Plans for each of the sites are included in Appendix 2.

Interpretation

New facilities should be in sustainable and/or accessible locations. Sustainable and/or accessible locations should consider the local community it would serve and be within the existing centres where there is concentration of housing. Sustainable locations for facilities involving use of open land would depend to a significant degree on landscape sensitivity and other landscape impacts..

CF2: Community Infrastructure

In considering allocation of CIL monies, the following infrastructure priorities should be considered:

- Highways improvements to Monument Junction;
- Improvement to sport and leisure facilities in the Neighbourhood Plan area including, but not limited to, supporting improvements to facilities at Onneley cricket ground and Madeley White Star;
- Provision of new bus stops and improved services.

In allocating Section 106 financial contributions made against local plan policy requirements, similar priorities are encouraged.

Interpretation

This policy sets out infrastructure priorities.

Natural Environment

The Neighbourhood Area is rural in character and form. Built development is well integrated into the undulating, wooded and agricultural landscape. The area is described in Natural England's National Character Area (NCA) 61 Profile: Shropshire, Cheshire and Staffordshire Plain:

“The landscape character of the plain owes much to its glacial origins. A thick layer of glacial till covers the lower slopes of the ridge and the surrounding plain and is punctuated by numerous ponds and meres...”

(Pg3, National Character Area (NCA) 61 Profile: Shropshire, Cheshire and Staffordshire Plain, Natural England, 2014)

This description is further supported in Staffordshire County Council's "Planning for Landscape Change" supplementary planning guidance:

“That part of the plain within Staffordshire is now an intensive agricultural landscape of dairy farming, with some stock rearing, but it is now giving way to arable farming in places. The more intact areas of landscape show the irregular pattern of hedged fields, ancient hedgerows and large numbers of over-mature hedgerow oaks characteristic of this part of the county. A distinctive character is imparted by the extensive network of small, often sunken, winding lanes, by the dispersed pattern of small rural towns and by the traditional red brick architecture.”

(Pg9, Planning for Landscape Change: Supplementary Planning Guidance to the Staffordshire and Stoke-on-Trent Structure Plan 1996-2011, Staffordshire County Council, 2000)

The natural environment is recognized as a key defining feature and asset of the Neighbourhood Area. The neighbourhood plan acknowledges this fact and through its policies, safeguards Local Green Spaces, protects the separation between settlements and seeks to protect and enhance special landscape character areas and features.

NE1: Natural Environment

New development must preserve or enhance and not harm or degrade the special rural character and ecological and environmental features of the area.

- **Madeley Pool**
- **The Springs**
- **Doctors Field**
- **River Lea**
- **Woodland**
- **Trees within the Conservation Area that contribute to the streetscene**
- **Veteran trees**
- **Mature hedgerows**

Interpretation

The policy includes a general requirement to consider impacts on the natural environment.

Transport

The Neighbourhood Plan seeks to promote reduced car journeys by providing and encouraging alternative modes of transport, linking to transport hubs such as Crewe and Stoke Rail stations and Newcastle-under-Lyme bus station and promote healthy lifestyles to maximize the usage of the footpath and cycle networks available.

It is essential that new development takes full account of traffic congestion and safety and positively addresses the need for more sustainable transport options. Critical junctions have been identified, where there is particular concern over traffic volumes, capacity and safety. These are identified in the 'Critical junctions' plan and include:

- Junction of A525 and A531 in Madeley Heath (known locally as Monument Junction);
- Junction of A525 and Manor Road;
- Junction of A531 and Bowsey Wood Road.

This is a key aspect for the Neighbourhood Plan with particular reference to any future housing developments. At present there is an exceptionally limited focus on providing adequate and improved linkages for pedestrians and cyclists to public transport networks in the Parish with particular reference to the viability and frequency of bus services.

Policy TRA1 seeks to address critical road junctions and infrastructure capacity, whilst the non-planning section encourages viable bus services within this rural community.

TRA1: Critical Road Junctions

New development must be supported by a balanced transport provision, including secure cycle storage.

New development must not cause any severe adverse impact on capacity or road safety. This is especially critical for existing transport pressure points, which are:

- **Junction of A525 and A531 in Madeley Heath (known locally as Monument Junction);**
- **Junction of A525 and Manor Road;**
- **Junction of A531 and Bowsey Wood Road.**

Interpretation

The plan outlining the 'Critical Road Junctions' shows all the critical junctions in Madeley, where there is particular concern over traffic safety and congestion. Applying this policy will require consideration of the impact of the new development, together with the combined impact of other approved developments.

Centre of Madeley Village

The Neighbourhood Plan area includes a mixture of small and Micro-scale businesses and one medium size employer. The area also supports a number of residents partially working from home or enterprises run from residents own homes.

Consultation with residents in the Neighbourhood Plan area has identified strong support for protecting and enhancing a range of small scale retail and commercial services around the centre of the village including a convenience store, public house, take away food outlets, pet supplies shop, Butchers, Hairdressers, car parts and accessories outlet and a recently introduced Outreach Post Office, which is open two half days per week in the Madeley Community Centre. The original Madeley Post Office was closed early 2018 and as a result of this closure residents are keen to protect and secure the future of the commercial centre of the Plan area, recognising the important contribution they make to this rural community.

This is supported further in the Rural Area Spatial Strategy of the adopted Core Spatial Strategy 2006-2026, which states that:

“This strategy is intended to ensure that... the rural economy can continue to diversify, grow and prosper; access to essential services and facilities such as doctors, schools, shops and community facilities is maximised;”

(Pg 100, Adopted Core Spatial Strategy 2006-2026)

Policy ASP6 of the adopted Core Spatial Strategy further sets out how this may also be achieved. The NPPF which states in paragraph 83 that in rural areas, sustainable growth and expansion should be supported by planning policies in neighbourhood plans that:

“support the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings.”

CMV1: Centre of Madeley Village Special Policy Area

This policy relates to the Centre of Madeley Village Special Policy Area (CMVSPA) which includes sites fronting the defined section of the A525 and other adjoining sites, indicated on Plan CMV1.

Within the CMVSPA, changes of use or new build facilities of retail, food, community, medical, cultural or business uses (A1, A2, A3, A4, A5, B1, C1 C2 and D1) will be considered for approval, providing:

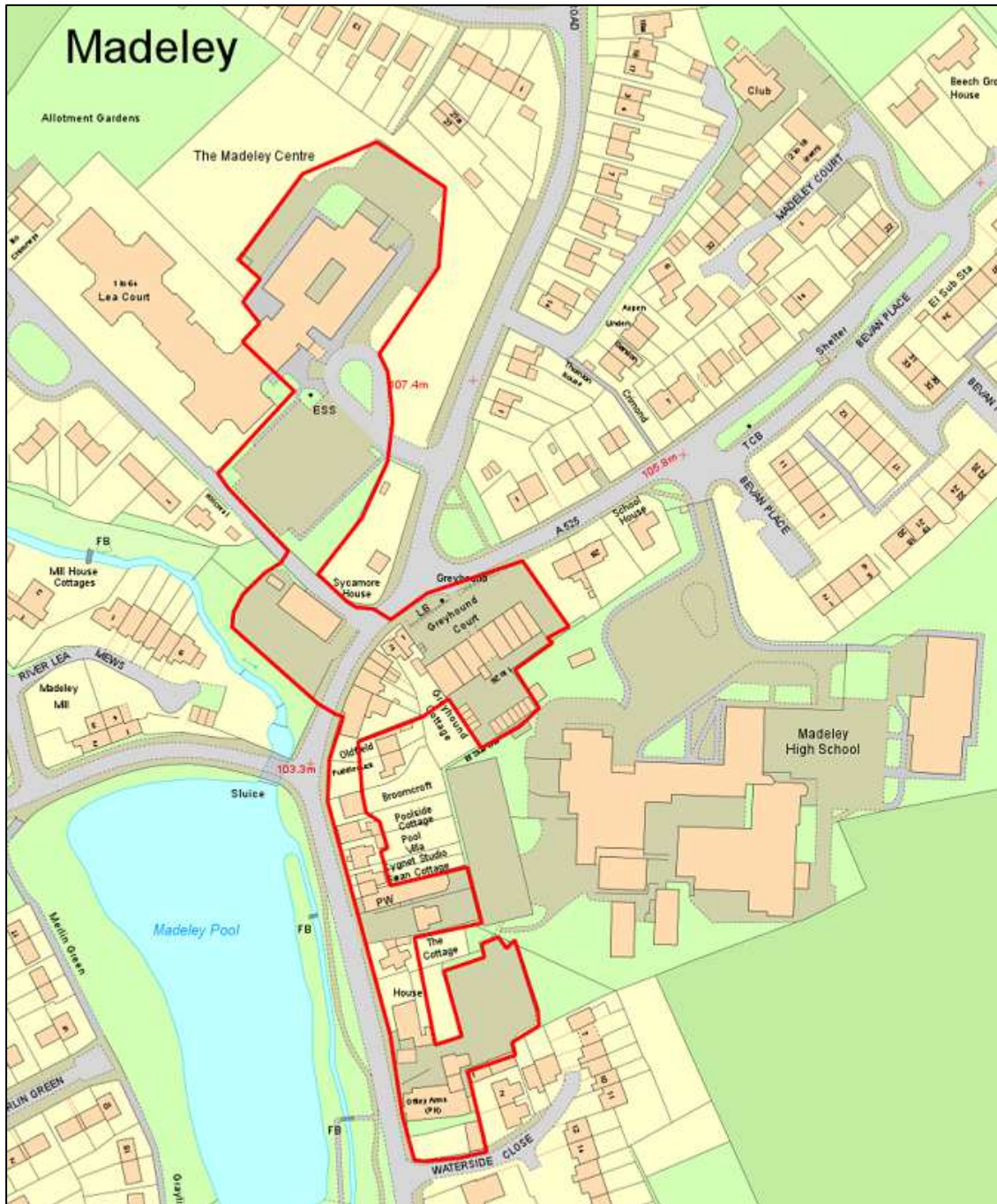
- **there is suitable pedestrian (footway) and vehicular access to the site and no severe adverse impact on traffic safety and capacity;**
- **there is no significant adverse impact on the amenities of nearby residential properties;**

- there being no loss of retail, community, business or other village centre facilities at ground floor level.

Interpretation

The policy enables diversification and growth of the retail centre and recognises the importance of complementary uses.

Map CMV1 – Centre of Madeley Village Map



Non-Planning Issues

Monument Junction

Although transport and traffic may not be primary considerations in a Neighbourhood Development Plan, nevertheless - and particularly if some extra housing should be required in Madeley - there is one key road improvement which needs an urgent review, and would be of prime importance in the efficient functioning of the Neighbourhood Plan Area.

This is a mini roundabout for the 'Monument' junction on the A525, which is the only road through the village. At Madeley Heath It links with the A531: this bypasses the main village, but has traffic priority. This means that every morning there is a long queue of vehicles back to the M6 bridge over the A525, with a build-up of NOx fumes and toxic fine particulate matter (recent survey results) around the Meadows Primary School. The other knock-on effect is that there is a twice daily substantial 'rat-run' though the narrow, blind-cornered Heighley Castle Way.

These problems were raised in detail in 2008, when the Madeley Conservation Group carried out detailed traffic surveys to existing standards (accepted by Staffordshire Highways), and the Parish Council ran consultation meetings, which a senior Staffordshire traffic engineer attended.

The Highways Dept. initially proposed traffic lights with a banned right turn into the main village. This was rejected by the village as (a) unnecessary urbanisation, (b) causing fresh problems with rat-run traffic from the large Hillwood estate avoiding the banned turn and new hold-ups, and (c) causing difficulties with larger vehicles previously making a right turn into the main village. (under the existing system coaches regularly made this turn without difficulty.

The Highways engineer concluded that the solution was to build a mini-roundabout at the Monument, which would have altered priorities and allowed much freer passage to traffic commuting to Newcastle. At the same time the road outside the primary school could readily be widened to provide a much safer and convenient dropping-off and pick-up point for children. There should be no difficulty with land-take for this scheme.

Appendix 1 – Local Green Spaces

Protected Reference		LGS 1	Site Description This LGS is a key green area in the village of Madeley. It is a very attractive green space, providing an important and beautiful setting for a number of listed historic buildings including the grade 1 listed 12 th century All Saints Church, The Almshouses and 17th century Town House in Station Road along with the 17th century Birches farm on its eastern boundary and contributing to the wider historic setting, rural context and the Conservation Area. It is set with mature landscaping with large trees and the river Lea flows through the site. Part of it has lain fallow for a number of years and this natural landscape along with the water source of the river Lea and its flood plain provides a rich wildlife corridor and makes an important contribution to ecology and wildlife habitats. It provides views and setting for the conservation area and is very important to the rural character and appearance of the village. It is also an amenity green space that is very well used by the local community of Madeley Village and the rural parish for health and well-being. Predominantly used for walking, public footpaths Madeley 33 and Madeley 58 link from Netherset Hey Lane and Castle Lane over the river Lea and its flood plain to Station Road linking into the local footpath network as shown on the plan PFP 1. The detailed community consultation exercise indicated it is the most important local green space to residents in the Plan area with the site receiving the highest level of support of all the nominated spaces at 92.7% (727 responses in support). The significance of this LGS is further enhanced by its close proximity to the area it serves. It is in the main village of Madeley and part of the site is in the Conservation Area and directly adjacent to the residential area and in close walking distance of a large proportion of the population. It also serves a wider community owing to its adjacent car park being known as the ‘place to start’ for a wider walking network including circular walks. The mature hedgerow boundaries of the site ensure that the Local Green Space protects all those things identified as being special to the local community and act as a defensible boundary. These are wide-ranging and include the beauty, recreation value and tranquillity of the space.
Name		Doctors Fields	
Location	Post Code	CW3 9PW	
	OS Grid Ref	SJ 77294 44215	
Type of Designation		Size	
Local Green Space		6.8Ha	
NPPF 2019 Criteria, Paragraph 100			
<ul style="list-style-type: none"> It is in close proximity to the area it serves. It is in the main village of Madeley with part of the site in the Conservation area, directly next to the residential area and in close walking distance of a large proportion of the population. It is demonstrably special to the community and holds particular local significance due to its beauty, tranquillity, recreation value, wildlife and the setting it provides for the historically important Grade 1 listed All Saints church and conservation area. It received the highest level of support of all the nominated spaces in the Community Consultation exercise at 92.7% (727 responses in support). It is local in character and is not an extensive tract of land. It is not with an extant planning permission and is not allocated for development in the Local Plan or Neighbourhood Plan. 			





Map PFP1 – LGS1 Public Footpaths Map



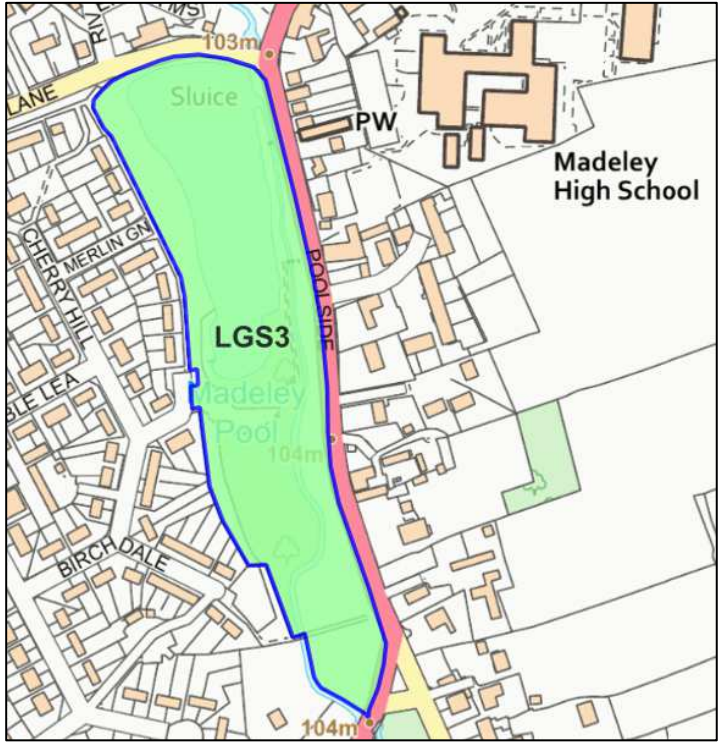
Protected Reference		LGS 2	Site Description This is an important green space used significantly by the local community for recreation including sports, children's play, dog walking and local events such as the Madeley Fun Day. The Local Green Space includes a well-equipped play area for younger people that is securely fenced. The area also has a well-used sports pitch that is marked and includes goal posts. These are set in a park setting of mowed grass and mature trees with paths. Owing to the range of uses and activities and its location, close to the centre of the village, it serves both the surrounding residential development and wider village.
Name		College Field	
Location	Post Code	CW3 9EX	
	OS Grid Ref	SJ 77370 45318	
Type of Designation		Size	
Local Green Space		3.8Ha	
NPPF 2019 Criteria, Paragraph 100			
<ul style="list-style-type: none"> It is in close proximity to the area it serves. It is in the main village of Madeley within a residential area and in close walking distance of a large proportion of the population. It is demonstrably special to the community and holds particular local significance due to its recreation value and as a place for families and children to meet and therefore, contributes to the wellbeing of the local community. It is local in character and is not an extensive tract of land. It is not with an extant planning permission and not allocated for development in the Local Plan or Neighbourhood Plan. 			







Protected Reference		LGS 3	Site Description The historic Madeley Pool is an integral part of the village setting, located at the heart of the village. A landmark of the rural character of the village, it provides a beautiful and tranquil open space in the centre of the village. The LGS enhances the rural nature of the Conservation Area and is used extensively for recreation by a variety of age groups. The community use the pool to enjoy the tranquil setting sitting on benches set around the pool, to feed the local duck population and for fishing by permit. This is a relaxing place within the village as noted through community engagement. The space is characterised by the footpaths set amongst mature trees, formal planted flowerbeds and benches set around the pool itself. It supports wildlife including numerous water fowl with many wild flowers and plants thriving beneath the mature trees.
Name		Madeley Pool	
Location	Post Code	CW3 9DX	
	OS Grid Ref	SJ 77202 44871	
Type of Designation		Size	
Local Green Space		3.1Ha	
NPPF 2019 Criteria, Paragraph 100			
<ul style="list-style-type: none"> It is in close proximity to the area it serves. It is in the centre of the main village of Madeley and in close walking distance of a large proportion of the population. It is demonstrably special to the community and holds particular local significance due to its beauty, wildlife and recreation value in the centre of the village. It is local in character and is not an extensive tract of land. It is not with an extant planning permission and not allocated for development in the Local Plan or Neighbourhood Plan. 			



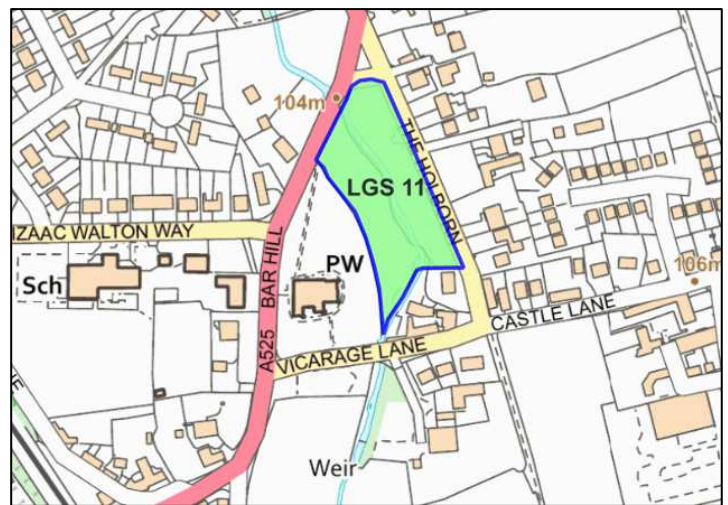





Protected Reference		LGS 11	Site Description The LGS is populated with large mature trees and the River Lea runs through the site and is an area of natural flooding. This creates an environment that encourages a host of varied wildlife. This is an attractive area that is visible at a key junction within the Village road network and provides a green space within the built form of the village. Although the land is private and there is no public access, it is special to the community due to its wildlife and the setting it provides for the Conservation Area.
Name		The Springs, Holborn	
Location	Post Code	CW3 9DT	
	OS Grid Ref	SJ 77359 44434	
Type of Designation		Size	
Local Green Space		0.7Ha	

NPPF 2019 Criteria, Paragraph 100

- It is in close proximity to the area it serves. It is in the main village of Madeley within a residential area and in close walking distance of a large proportion of the population.
- Although there is no public access to the site or recreation value, it is demonstrably special to the community and holds particular local significance due to its wildlife and the setting it provides for the conservation area.
- It is local in character and is not an extensive tract of land.
- It is not with an extant planning permission and not allocated for development in the Local Plan or Neighbourhood Plan.





Protected Reference		LGS 12	Site Description Heath Wood provides a natural transition between the open countryside and built area in the north western part of the parish. This is a small, attractive area of established mature woodland within the residential part of Madeley Heath and is well used by the community. It is characterised by the footpaths that link into the wider network and residential areas, popular with dog walkers. A sheltered LGS that is important to the immediate community it serves and has a range of natural features including a variety of mature trees, woodland habitat and small stream.
Name		Heath Wood, Madeley Heath	
Location	Post Code	CW3 9TA	
	OS Grid Ref	SJ 78421 45830	
Type of Designation		Size	
Local Green Space		1.5Ha	
NPPF 2019 Criteria, Paragraph 100			
<ul style="list-style-type: none"> • It is in close proximity to the area it serves. It is in Madeley Heath directly next to a residential area. • It is demonstrably special to the community of Madeley Heath due to its beauty, tranquillity and amenity value it provides for local residents. • It is local in character and is not an extensive tract of land. • It is not with an extant planning permission and not allocated for development in the Local Plan or Neighbourhood Plan. 			





Appendix 2 – Recreation, Leisure, Play and Sports Facilities

- REC 1 Madeley White Star, Manor Road, Madeley
- REC 2 Leycett Cricket Club, Leycett Lane, Leycett
- REC 3 Onneley Cricket Club, Bar Hill Road, Onneley
- REC 4 Manor Road Allotments, Manor Road, Madeley
- REC 5 Madeley Centre Allotments, New Road, Madeley
- REC 6 Wharf Terrace Playing Field, Wharf Terrace, Madeley Heath
- REC 7 Madeley Pool Play Area, Birchdale, Madeley

