

PLAN FOR STAFFORD BOROUGH

PUBLICITY & CONSULTATION **INFORMATION**

January & February 2008 - The Plan for Stafford
Borough: Borough wide Development Strategy



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Our Ref RAY/FP/ 766.0
Your Ref
Date 4 January 2008

Dear

**STAFFORD BOROUGH LOCAL DEVELOPMENT FRAMEWORK
BOROUGH-WIDE DEVELOPMENT STRATEGY**

The purpose of this letter is to invite responses to the following documents currently out for consultation during January and February 2008 concerning the future development strategy for Stafford Borough for the next 20 years:

- The Plan for Stafford Borough – Borough-wide Development Strategy
- Settlement Assessment of Services & Facilities
- Sustainability Appraisal Commentary

If you wish to comment please register and submit your response with our new e-consultation system at <http://staffordbc-consult.limehouse.co.uk/portal>, or request an information pack from the Forward Planning section. Please ensure receipt to the Borough Council before **12 noon on Friday 22 February 2008**.

The responses to the Borough-wide Development Strategy document will be available on-line and reported back to Council Members in April 2008. The Council will then prepare a more detailed document for consultation entitled 'Delivering the Development Strategy' scheduled for publication in the Spring 2008. Further information about the Local Development Framework and background technical studies are available on the Borough Council's website at www.staffordbc.gov.uk/forwardplanning.

If you have any queries about this letter please do not hesitate to contact me on the above telephone number.

Yours sincerely



Alex Yendole
Forward Planning Section
Planning & Engineering Services

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RESIDENTS AND GOVERNMENT ASKED FOR HOME HELP

A public consultation is taking place early next year for residents and businesses across Stafford Borough to give their input about future development in the area over the next 20 years.

The West Midlands Regional Spatial Strategy sets out the planning policies for the region covering housing and economic development, waste and transport. It requires the borough to provide 10,300 new homes by 2026, as well as 50,000 sq m of retail floorspace and 45,000 sq m of office floorspace over the next 20 years and 120 hectares of employment land by 2021.

Doug Davis, Cabinet Member for Planning and Regeneration, said for the council to deliver proposed developments on this scale they would need the Government to provide the financial assistance to help the council investigate how the area can cope with growth of this magnitude.

“We are making it clear that to accommodate this number of new homes and other developments it must be accompanied by significant infrastructure investment – that is investment for roads, schools and health facilities,” Cllr Davis added.

Stafford Town has been identified by the Regional Spatial Strategy as a “settlement of significant development” – so at least 7,000 of the total new homes must be found in and around Stafford Town.

Members of the public and businesses in the borough are being asked to watch out for details in January of the public consultation to ensure they have a say on these significant proposals.

Ends

Words 225

Stafford Borough

Stafford Borough Council | Civic Centre | Riverside | Stafford ST16 3AQ | www.staffordbc.gov.uk | 01785 619000

January 2008

WHERE WILL 10,300 NEW HOMES GO? You help us decide

EXCLUSIVE by Stafford Borough Council

More than 10,000 new homes need to be built in the area over the next 20 years. But where will they go?

The council is asking residents and businesses across the Borough to play their part in shaping the future of the area. This work will guide preparation of the new Development Plan for our area called the Stafford Borough Local Development Framework - which will replace the Stafford Borough Local Plan and guide decisions on planning applications

Recently Stafford Borough Council has been presented with new development figures to be provided in the area regional plan called the West Midlands' Regional Spatial Strategy.

For the period 2006 - 2026 the following new development needs to be built in the area. Although these figures, particularly for housing, could increase:

- 10,300 new homes in Stafford Borough of which 7,000 new houses to be in the County Town of Stafford
- 120 hectares of new employment land with a continuous five year supply being available of 40 hectares
- 30,000 square metres of new retail space by 2021 with a further 20,000 square metres beyond 2021, the majority being in Stafford
- 40,000 square metres of new offices in Stafford

This level of new development is substantial for the Stafford Borough area. In terms of the scale of development 10,300 new houses is considerably more than the number of homes in the market town of Stone. Furthermore as an example there are 400 houses on the Castlefields estate near Stafford Castle. Therefore more than this number of new homes needs to be built every year in the Borough until 2026.

The West Midlands Regional Plan has identified 7000 of the new homes will be in Stafford which could mean over 3,000

to be built across the rest of the Borough. Reference is also made to cross border issues with the suggestion that land in South Staffordshire District should be considered to provide for the requirements of Stafford town.

Last year 450 new houses were completed and planning permission exists for over 3,270 new homes across the Borough of which approximately 1,600 are in Stafford, 550 are in Stone and 1,120 are in the rural areas. The Council is currently completing a piece of evidence called the Strategic Housing Land Availability Assessment which identifies further areas of land within existing residential areas where new houses might be built in the future. New housing with planning permission built in existing areas will reduce the amount of Greenfield sites required.

Cabinet Member for Planning and Regeneration, Councillor Doug Davis, said: "Stafford Borough is facing a period of unprecedented change in terms of what our towns, villages and countryside will look like in years to come.

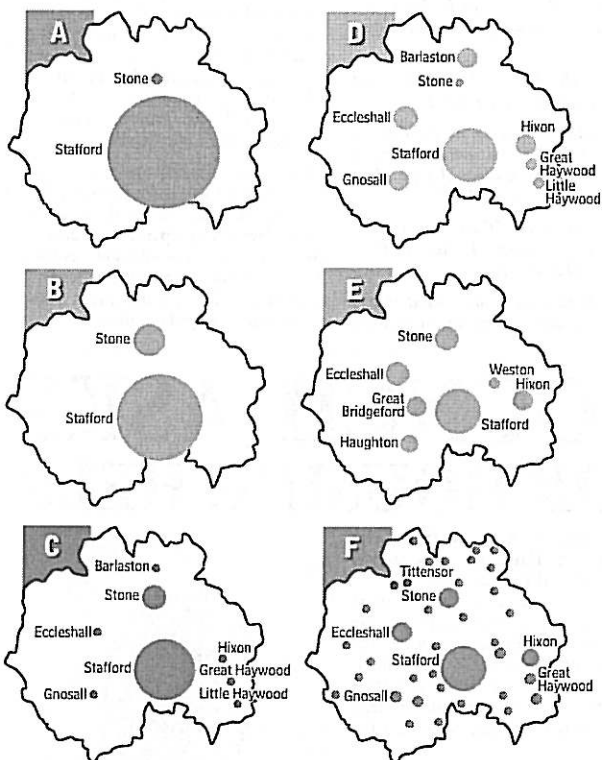
"All areas are subject to change so it is important to consider what types of changes should be taking place. And this consultation is a chance to tell us of any opportunities or issues that are important for the area you live or work in."

On this page you will see six maps illustrating options regarding the proportions and settlements where new development might be provided across the Borough area.

Use the choice of alternative development options referred to on the maps to identify the amount of new development which you think should be proposed in the different areas of the Borough.

■ To discuss the paper in more detail please contact the **Forward Planning Team** on 01785 619000 or email forwardplanning@staffordbc.gov.uk

Tell us what you think? (opposite page)



POSSIBLE OPTIONS

- A** New Development focused on Stafford only
- B** New Development focused on Stafford and Stone only
- C** New Development focused on Stafford, Stone and either one or more of the principal settlements (populations of over 1,600)

- D** New Development at Stafford and one or more of the principal settlements but not at Stone
- E** New Development distributed to a selected number of settlements within the Stafford Borough area (settlements shown as examples only)
- F** New Development distributed widely across the Borough including smaller settlements.



Serving the People of Stafford Borough

WHAT DO YOU THINK?

Your views count so ask yourself these questions and tell us what you think.

What makes Stafford Borough distinctive and what sort of community would you like it to be in 20 years time?

Where should new housing and employment development be built and what new services and facilities should go with it?

What land should be built on for housing and employment development?

How should places such as the County Town of Stafford, the market town of Stone and the rural areas change when new development takes place?

Are there any areas of the Borough which should not be changed because of their distinctive character?

Tell us about local issues - what would you like to see happen in your area?

■ Copies of the discussion paper can be viewed and downloaded from the council web-site www.staffordbc.gov.uk/forwardplanning. Paper copies can be obtained from the Civic Centre, Riverside, Stafford.

■ If you wish to discuss the paper in more detail please contact the Forward Planning Team on 01785 619000 or email forwardplanning@staffordbc.gov.uk. All comments should be received by Friday 22 February 2008. Please send your response to the Forward Planning section at the Civic Centre.

All responses to the discussion paper will be available on-line and reported back to Council Members in April 2008. The Council will then prepare a more detailed document for consultation entitled 'Delivering the Development Strategy' scheduled for publication and consultation in April to June 2008.

YOUR BOROUGH NEEDS YOU

If you want your views to be heard on how the Borough is run then the council wants you.

A special group of residents is being set up to be asked their views on how services are delivered to the people of Stafford Borough and on key issues such as the environment, crime and housing development.

The People's Panel is a new initiative introduced by the council and will get underway later this year. But if you are keen to make your views count on issues in your area then the council wants to hear from you.

The panel will be representative of the Borough and will include answering surveys as well as the chance to take part in discussion groups and one-off consultations on important issues.

Head of Policy and Improvement at Stafford Borough Council, Norman Jones, said it was a great opportunity for residents to help the Council shape services for the future.

"We need local people who care about



their area to give an input prior to key decisions being made which can affect the lives of around 120,000 residents in this Borough."

Letters are going out to householders in the area and roadshows will be set up in Stafford and Stone to encourage people to come on board.

■ To find out how you join the People's Panel then call Susan Timmis, the Council's Consultation Officer on 01785 619197 or email consultation@stafford.gov.uk. More information can be found on the council's website www.staffordbc.gov.uk/peoplespanel.

COUNCIL ASKS FOR HOUSING HELP

More help is needed from the Government if major development is to go ahead in Stafford.

Thousands of new homes as well as offices and retail outlets will be coming to the area over the next 20 years. The requirement to undertake this major development was set out by the West Midlands Regional Spatial Strategy which sets out planning policy for the region.

But a senior Stafford Borough Councillor said the area would need financial assistance to help deliver developments on this scale.

Councillor Doug Davis, said: "We are making it clear that to accommodate this number of new homes and other developments it must be accompanied by significant infrastructure investment - that is investment for roads, schools and health facilities.

"The Government must provide the financial assistance to help the council cope with growth of this magnitude."



Councillor Davis

Calling on the Government to provide proper investment

Where Does Your Money Go?

Do you want to know how we spend your council tax?

The Borough Council prints a summary of its accounts and you can get a copy from the Civic Centre, Riverside or view it online at www.staffordbc.gov.uk.

But how would you like to see the information presented? Is the information useful? Is there other information you would like to see?

A short questionnaire is available via the 'Have your Say' section on the homepage of the Council's website or you can pick up a copy from the Civic Centre. Results from the questionnaire will help us in preparing future 'Summary of Accounts'.

■ Comments on the 'Summary of Accounts' can be made by emailing finplan@staffordbc.gov.uk or telephoning 01785 619246.

Council's Budget Balanced

Councillors in February will be asked to approve a below inflation increase of 3.9% in its Council Tax for 2008/09.

Work began on the Budget a year ago and has delivered a sustainable balanced budget which relies only on income from Government Grant, Council Taxpayers and service users. The Budget totals £17m for 2008/09 and as part of balancing the Budget the Council has found over £2m of savings and increased income, including £0.5m of efficiencies in back office services.

THE PLAN FOR STAFFORD BOROUGH
BOROUGH-WIDE DEVELOPMENT STRATEGY - RESPONSE FORM

Introduction

The purpose of this Response Form is to provide responses to the Borough-wide Development Strategy document as part of the Issues and Options process for the Core Strategy Development Plan Document in accordance with Regulation 25 of the Town and Country Planning (Local Government) (England) Regulations 2004.

Please could you complete the Response Form and return your responses by **12 noon on Friday 22 February 2008**. Please photocopy any part of this Response Form if you require additional space to make your responses.

The Borough-wide Development Strategy can be provided free of charge on paper in normal type size, large print, on CD, by e-mail or as spoken word on tape. More detailed information about the Stafford Borough Local Development Framework can be accessed via the Borough Council's website: www.staffordbc.gov.uk/forwardplanning

What do you want Stafford Borough to look like in 20 years time?

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How should places such as the County Town of Stafford, the market town of Stone and the rural areas change when new development takes place?

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Are there any areas of the Borough which should have less change because of their distinctive character?

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What issues and objectives do you have for the area?

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Where should new housing and employment development be built and what level of new services and facilities needs providing as community support?

Please refer to 'Illustrations of Alternative Development Strategies'

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Please use the table below to set out what proportions of new development should be provided to particular settlements within Stafford Borough

Type of Settlement	Percentage of New Development	
	<i>Housing</i>	<i>Employment</i>
Primary - Stafford		
Secondary - Stone		
Principal Settlement (please specify)		
Cross border Settlement (please specify)		
Other identified settlement (please specify)		
Other location in the Borough (please specify)		
Other cross border location related to the Borough, e.g. edge of Rugeley (please specify)		

What land should be built on for housing and employment development?

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Additional Comments

The following space is provided for you to raise any other matters concerning the Borough-wide Development Strategy discussion paper.

If your comment relates to a particular element of the discussion paper please identify the Section Number (i.e. Section 1 – 4), the Paragraph Number, the Page Number or the Issue / Question Number where relevant.

If you require additional space please photocopy this page and attach it when returning your Response Form.

Section Reference
Number

Paragraph Reference
Number

Page Number

Issue / Question
Number

Comments:

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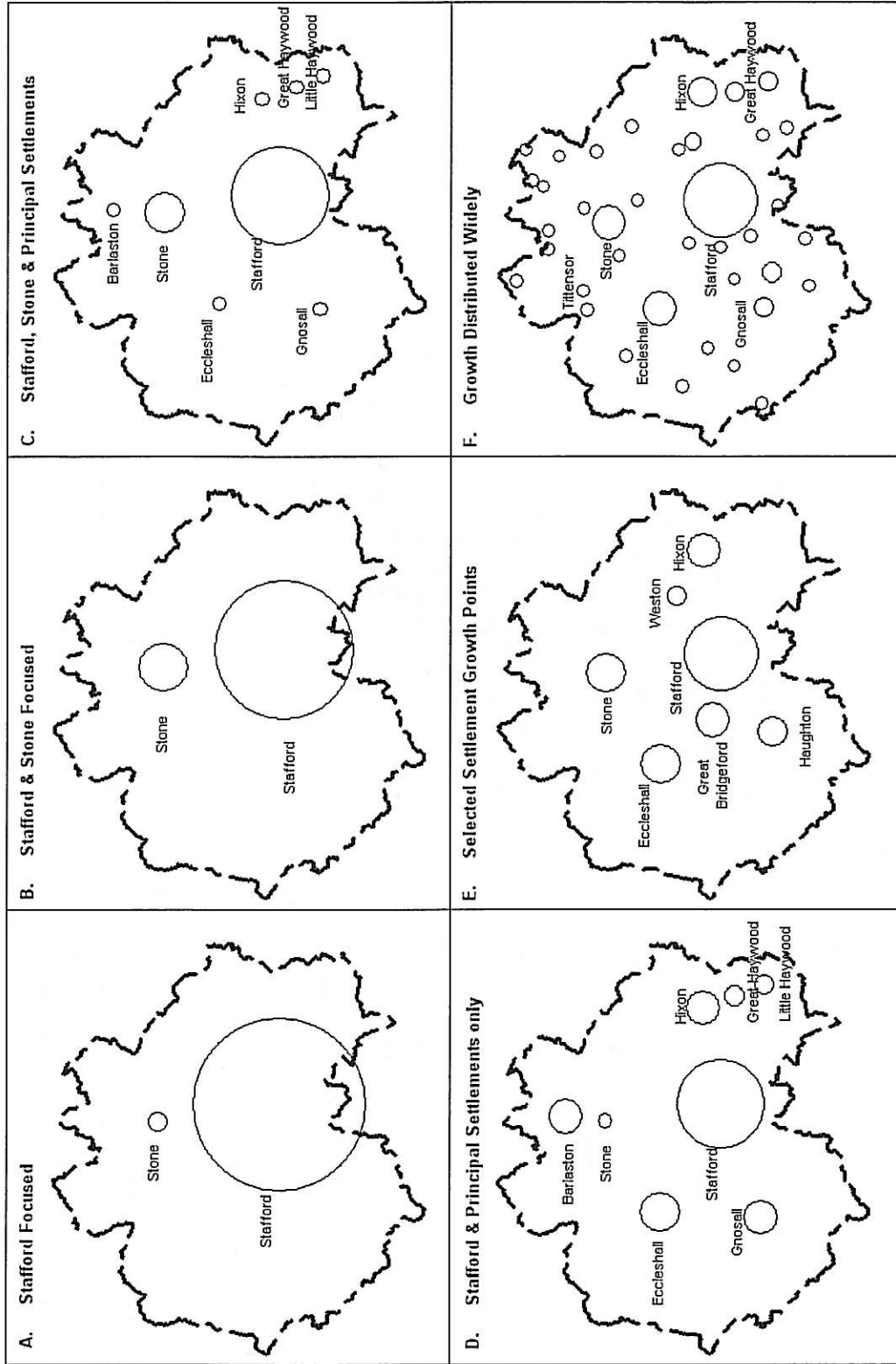
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STAFFORD BOROUGH AREA - ILLUSTRATIONS OF ALTERNATIVE DEVELOPMENT STRATEGIES



Recording the Responses Received

Please could you fill in the following details in order that your response can be recorded and processed efficiently and effectively.

Contact Name & E-mail address

Name of Organisation (if appropriate)

Contact Details

If you wish your contact details to be recorded or amended on the Borough Council's Local Development Framework consultees database please fill in the section below:

Contact Name:

Position (if applicable):

Organisation (if applicable):

Address:

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Postcode:

Telephone:

Fax:

Email:

What happens next?

After the close of this consultation period, Stafford Borough Council will prepare the more detailed document 'Delivering the Development Strategy' as part of the Issues and Options process for the Core Strategy and subsequently carry out a further consultation and public engagement exercise.

Further Information

Thank you for taking the time to complete this Response Form. Under the code of practice of Open Government, any responses will be made available to the public.

Updates on the general Local Development Framework process, research studies and background papers are available to view on the Borough Council's website www.staffordbc.gov.uk/forwardplanning. As preparations on elements of the new LDF continues you will have further opportunities to get involved and have your say on planning policy material.

Deadline for Responses: 12 noon on Friday 22 February 2008

Please return the completed questionnaire using the Freepost envelope or post to the following address:

**Forward Planning Team
Stafford Borough Council
FREEPOST (MID 12091)
Stafford
ST16 3BR**

If you require any assistance or would like to discuss any of the questions in more detail please speak to one of the Forward Plans Team:

Paul Windmill 01785 619 538

Alex Yendole 01785 619 536

Geoff Unwin 01785 619 609

Naomi Perry 01785 619 591

Or email the team at: forwardplans@staffordbc.gov.uk

Data Protection Statement

All information submitted on this form will be available for public viewing. The information may be held on computer and on paper. It may be held, used and disclosed in connection with the discharge of any of the Council's functions under planning legislation, and in connection with the discharge of any planning power conferred upon the Council by other legislation.