

East Staffordshire Core Strategy

Introduction

We all appreciate the good things about East Staffordshire. We may want things to stay just as they are, but change is inevitable and affects the type of place East Staffordshire will be.

The nature of employment and jobs within the Borough is changing. Manufacturing jobs have, and are continuing to be lost. The population is also changing and the Borough is facing considerable pressure for additional development, especially for a wider choice of housing in the Burton upon Trent area. If this happens, the development of other land uses, such as employment, retail and services will be essential if self supporting communities, which have the least impact upon the environment, are to be created.

The Borough Council wants to make sure that its response to these changes provides positive benefits for the area and that the changes are a catalyst for improvement within the Borough.

Issues & Options Consultation

In order to guide the future direction of development within the Borough and achieve the best possible outcomes for the community, the Borough Council has embarked upon producing a Core Strategy for East Staffordshire.

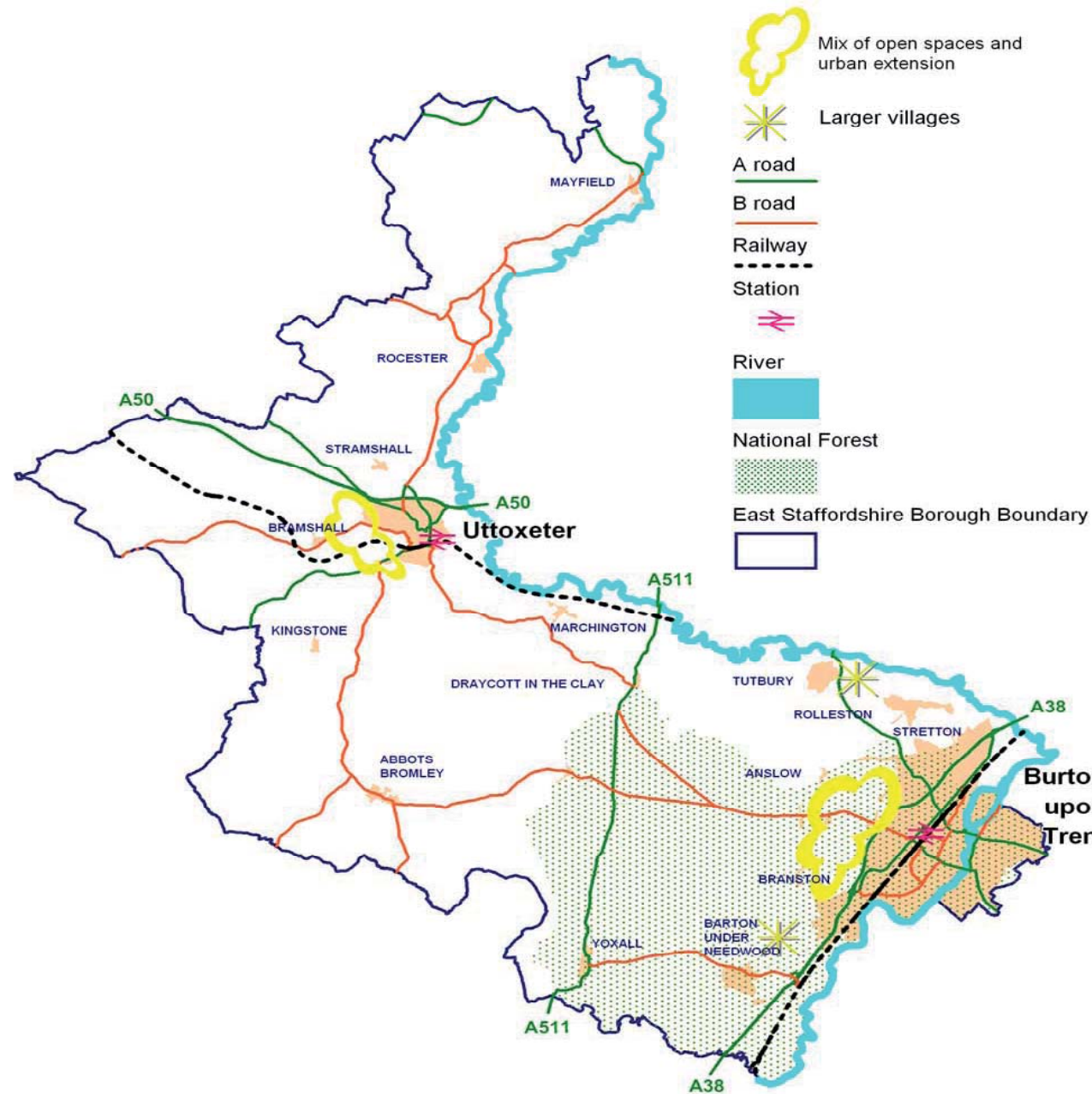
The Core Strategy will form the central element of the Council's Local Development Framework and will take a long term view over the next 20 years. The Local Development Framework will be the new 'Development Plan' for East Staffordshire and is expected to be finalised in 2009.

The purpose of the Core Strategy is to identify the key issues which need to be addressed in the future development of the Borough. There are many different decisions that need to be made and in many cases, there is no one solution to the issues which need to be addressed.

Early work has commenced on the Core Strategy to identify the key issues and options. This period of consultation on the Issues and Options will last until the end of October 2007. Everyone's views will be considered before preparing a Preferred Option for the Borough.

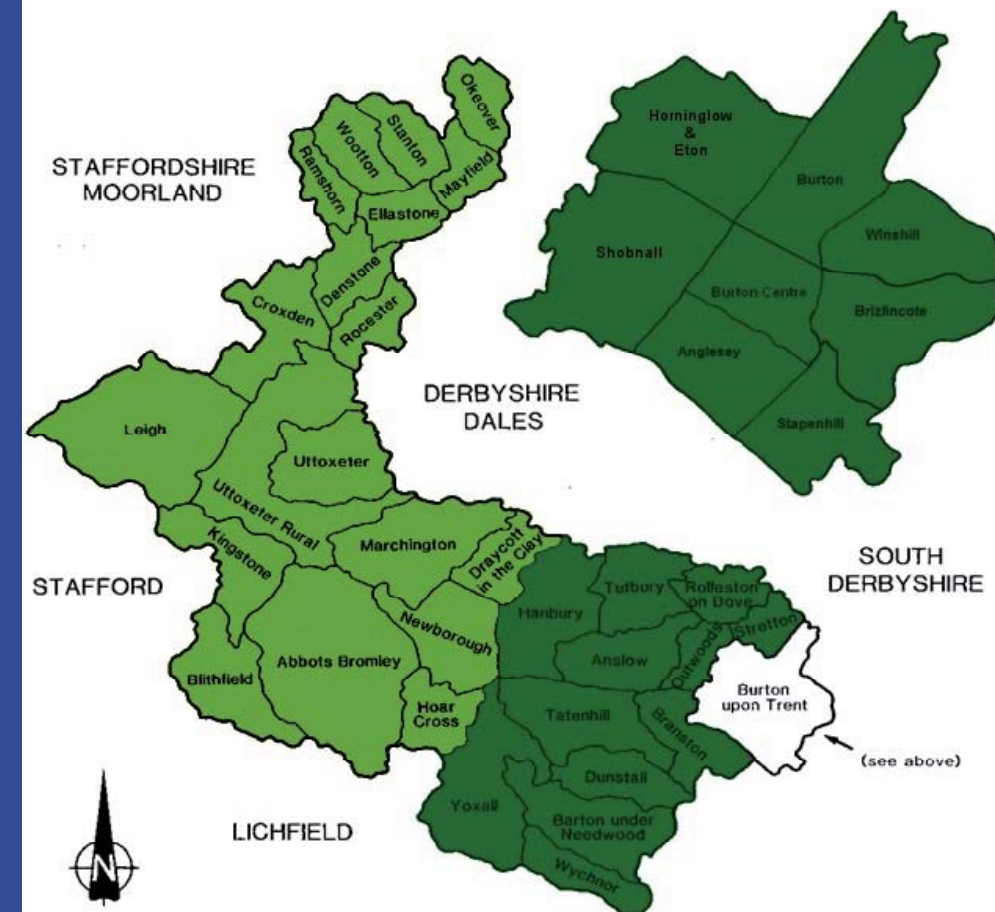
To find out more you can visit the Council's web site (www.eaststaffsbc.gov.uk) where the full Core Strategy document can be downloaded. You can also find out more information about our forthcoming exhibitions in ES News and on our website. Please take time to fill out the attached questionnaire and return it to the address on the bottom of the questionnaire. Alternatively, you can complete the on-line questionnaire at the above web address.

Option 3 - Burton, Uttoxeter & Expansion of One Village (eg Barton under Needwood or Tutbury)



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EAST STAFFORDSHIRE IN CONTEXT



The Vision for the Borough

The Core Strategy needs to express policies which respond to the spatial needs of all the key issues and challenges faced by all parts of the Borough from the town centres of Burton and Uttoxeter to the urban villages and landscapes. A shared vision has therefore been developed for the Borough which ranges from the general:

- To improve the quality of life for the local population, promote healthy lifestyles and provide health and social care support to meet local needs.
- To ensure that everyone has the opportunity for a decent home.
- To develop sustainable communities that meets the needs and aspirations of all households whilst supporting economic, social and environmental objectives.
- To achieve a robust and forward looking economy by 2026 where the current dependency on the three main sectors will have been replaced by a balanced economy built upon traditional strengths and an increased number of growth-sector companies.

To the more specific:

- Burton will have a significant role in revitalising a sub regional area which straddles both sides of regional boundaries. It will broaden its economic base by maintaining investment and employment levels supported by a high level of housing growth that will meet our local requirements but also those who work in the area but travel daily and reside outside the Borough.
- Uttoxeter will be a multi-functional and attractive town that builds upon its strategic location to serve a wider rural hinterland.
- Our Rural areas will be economically prosperous and vibrant, together with an enhanced natural rural environment.
- The diversity of the Borough is to be celebrated in the contribution this makes to the area's development and dynamics.
- Growth should not be at the expense of the Borough's inherent strengths and qualities.

Spatial Aims

The Core Strategy is a spatial plan. That means that it must go beyond planning for land-use only and act as a tool for implementing other strategies and plans that cover East Staffordshire. This includes plans relating to the environment, health, education, housing transport and the economy.

We need to make fundamental choices on whether the Borough should pursue a very intense urban focus for new growth or a more dispersed approach; whether priorities should always be given to re-use of brownfield land or whether in some circumstances developing Greenfield land with good access to services and facilities is preferable. Rather than put forward a particular choice, the options are deliberately left wide open to incorporate a number of possible alternatives.

The Location of New Development

A key challenge is to find suitable opportunities within the Borough to provide for the level of housing and employment land to be identified in the West Midlands Regional Spatial Strategy (RSS), whilst keeping impacts on the natural and existing built environment to the minimum. The Core Strategy must set out a long-term strategy for accommodating the housing, employment retail and leisure requirements of the RSS.

Previously development has been concentrated within the two principal towns of Uttoxeter and Burton with little development in the rural areas. Higher levels of residential growth are emerging from the RSS and this approach may have to change in the future.

It is likely that many growth areas will accommodate a mixture of housing and employment uses to help develop balanced, sustainable communities and provide viable transport choices.

The Core Strategy will also need to identify a settlement hierarchy for use in determining the scale of development appropriate in different locations. This will be determined by the space available now and how much will become available in the future and whether land is suitable to build on.

New development will also need to include employment land, as a consequence of residential growth. To maintain a readily available source of new land, this may require the release of sensitive Greenfield sites on the edge of Burton and Uttoxeter.

In determining where development should go a balance will need to be struck between the need to ensure economic prosperity for the area which will require development to take place against the potential loss of Greenfield sites with value for nature, recreation and visual amenity.

In order to meet the housing requirements set out in the RSS the Council will need to plan for people wishing to move into the Borough who already work here as well as for its own housing requirements.

Growth Options

A series of maps are shown overleaf which indicate possible directions of growth in the Borough. They provide a wide range of alternatives for possible directions for housing, employment and mixed use development.

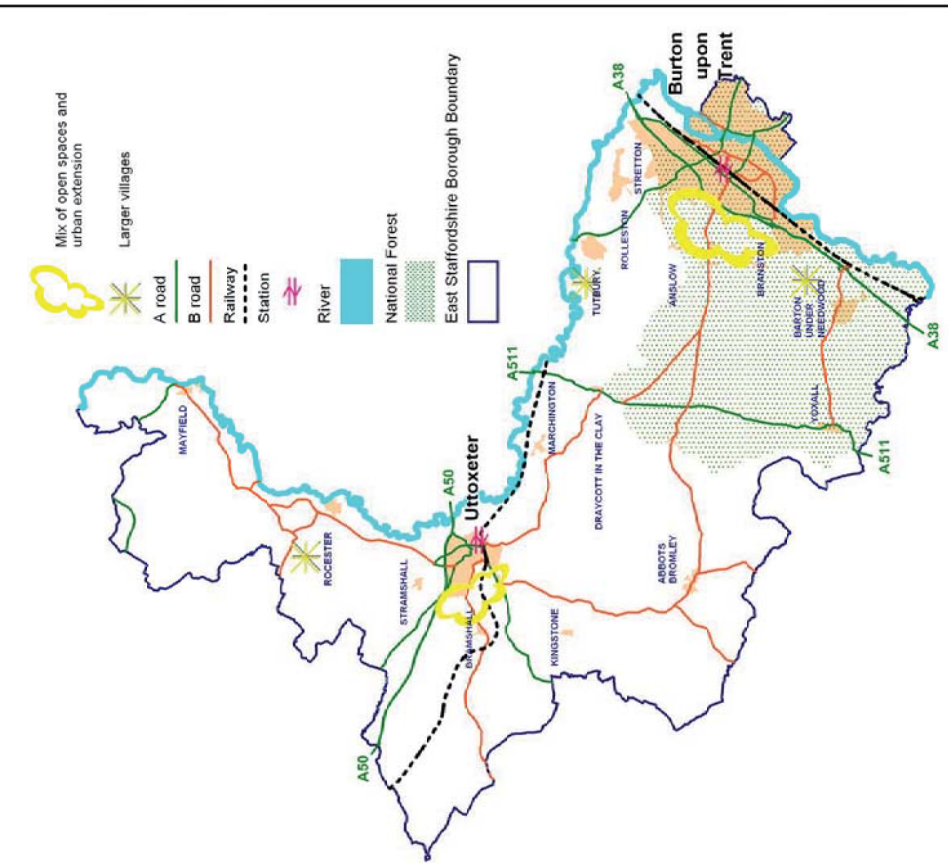
Option 1 indicates strategic urban extensions to the major towns of Burton and Uttoxeter.

Option 2 builds on Option 1 with the strategic expansion of Burton and Uttoxeter and the further development and expansion of the Borough's larger villages of Barton under Needwood, Rocester and Tutbury.

Option 3 indicates strategic urban extensions to the major towns of Burton and Uttoxeter with the expansion of just one of the Borough's larger villages, Barton under Needwood or Tutbury.

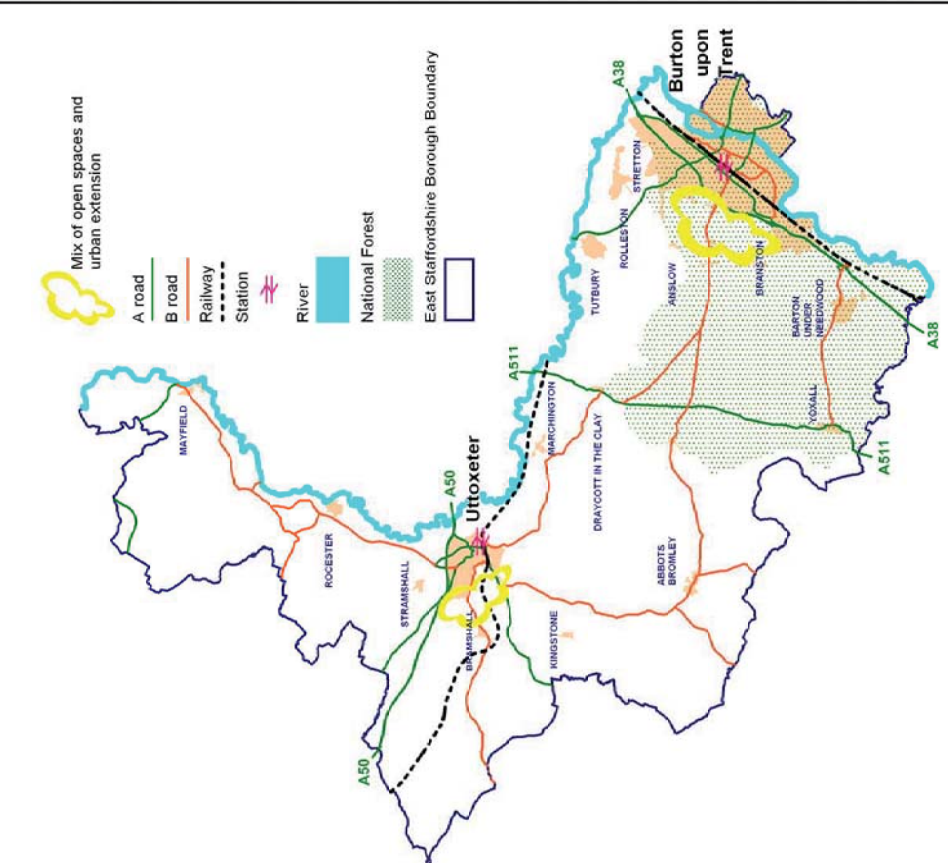
There exists the potential to develop some of the proposed growth to the south of Burton in Drakelow. This option along with all other options would require substantial infrastructure investment.

Option 2 - Burton, Uttoxeter & Larger Villages



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Option 1 - Burton and Uttoxeter - Urban Extensions



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