

Sean Roberts

From: Programme Officer
Subject: FW: The Plan for Stafford Borough

Thank you for your email below attaching the Supplementary Statement submitted by the City of Stoke on Trent.

I have the following comments on behalf of Fradley Estates Limited.

The content of the Supplementary Statement is duly noted.

The evidence contained in the Supplementary Statement suggests that regeneration efforts with regard to housing within the conurbation accord with the Council's plans, particularly in relation to the redevelopment of previously developed land.

No evidence has been adduced to show that past housing development in Stone has in any way undermined regeneration within the conurbation.

Rhetorically, if housing development in Stone was to have an adverse effect on Stoke on Trent then one would expect a surfeit of land for housing within the conurbation. However, the Council's evidence shows a relatively "tight" 5 year housing land supply. This evidence does not support the Council's case for the sort of severe restraint policies promoted by Stafford Borough Council.

The Stoke on Trent Council appears to be under the impression that the housing growth that might otherwise take place at Stone is to be redirected to Stafford. That Council appears not to have realised that the growth is instead redirected to the rural parts of Stafford Borough, ie to locations other than Stafford and Stone. This diversion of housing to lower levels of the sustainable settlement hierarchy, bypassing the second most sustainable location in the Borough (Stone) will, at face value, do more to undermine regeneration in Stoke on Trent than would development at Stone.

The Stoke on Trent Council is inconsistent in its approach in pointing to the "Wedgewood" housing development located within the North Staffordshire Green Belt and immediately adjacent to the Stafford Borough boundary, as being supportive of regeneration.

Stafford town is currently designated as a growth point. Consequently, it must be accepted that population and housing will be drawn in from the two conurbations to the north and to the south. Stafford is nearer to the Potteries Conurbation than it is to the West Midlands Conurbation and therefore, other things being equal, it is to be expected that the draw to Stafford from the Potteries Conurbation will be greater than that from the West Midlands. Consequently, as long as Stafford is designated as a growth point, suppressing housing development in Stone will not aid regeneration in the North Staffordshire Conurbation.

Yours sincerely

Paul H Sharpe