STAFFORDSHIRE moorlands DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

Staffordshire Moorlands District Council
Moorlands House, Stockwell Street, Leek
Staffordshire Moorlands, ST13 6HQ
Telephone: 0845 605 3013
www.staffsmoorlands.gov.uk

Application for Planning Permission.
Town and Country Planning Act 1990

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number	13
Suffix	
Property name	
Address line 1	High Street
Address line 2	
Address line 3	
Town/city	Cheadle
Postcode	ST10 1AA

Description of site location must be completed if postcode is not known:

Easting (x)	400897
Northing (y)	343396

Description

2. Applicant Details

Title	Mrs
First name	Catherine
Surname	Potts
Company name	Baby Sensory and Toddler Sense Staffordshire Moorlands
Address line 1	13 Stanfield Crescent
Address line 2	Cheadle
Address line 3	
Town/city	STOKE ON TRENT
Country	United Kingdom

2. Applicant Details

Postcode	ST10 1LT
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ○ Yes ◉ No

3. Agent Details

No Agent details were submitted for this application

4. Site Area

What is the measurement of the site area? (numeric characters only).	102.71
Unit	sq.metres

5. Description of the Proposal

Please describe details of the proposed development or works including any change of use.

If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.

Change of use from Retail to Assembly and Leisure (D2) to allow the business to change from previous use (yarn shop) to a Baby Sensory and Toddler Sense Wow Centre providing sensory, development and massage / yoga / reflexology classes to babies from birth to 13 months and sensory / physical activity classes for toddlers aged from 12 months to 4 years 11 months. Please note, an application for prior approval was initially sought but returned as invalid as the area is a conservation area.

No changes to the structure of the building are required to run the business and all health and safety requirements will be met as part of the internal refurbishment process.

Classes have been run in the local area (Dilhorne Recreation Centre and Freehay Village Hall in the near locality and also at St. Paul's Church Centre, Leek) for over 2 and a half years and are very well attended and enjoyed by local parents, grandparents and their children. The creation of a Wow centre would allow me to expand the offering to provide specific classes for newborn babies supporting positive parenting and to provide a weekend birthday party hub for babies and toddlers.

Each hour long class is limited to approximately 15 babies / children, each with a parent / carer and parking will easily be accommodated by the town's parking facilities. Parents / carers will walk to and from the premises from parking. Half hour intervals are scheduled between classes to allow for changeover in customers. Deliveries to the premises will be very minimal - very little retail stock is required and equipment will be stored permanently in the upstairs storage area or loaded from my van to the rear of the shop (away from the High Street). Waste is also kept to a minimum as part of our commitment to environmental health and sustainability. Classes will usually run between the hours of 9.00am and 5.30pm, Monday to Friday with some weekend classes and parties offered. During this time, music will be played as a background during play and then slightly louder during activity time, however, Baby Sensory and Toddler Sense UK have a commitment to ensuring the safety of all children who attend classes; this includes their ears. Music levels are kept to a minimum (70db) so as not to damage the ears and should not therefore impact on adjacent tenants.

I believe that provision of these services to local parents is hugely beneficial to the health, wellbeing and development of their babies and young children and also has a positive impact on the mental health and wellbeing of the parents and carers alike. In addition, many parents enjoy meeting after class which would bring further business to the High Street, maintaining its vibrancy and adding to the current offering.

Has the work or change of use already started? ○ Yes ◉ No

6. Existing Use

Please describe the current use of the site

The property is currently vacant having previously been used as a retail premises by Cheadle Yarns (haberdashery).

Is the site currently vacant? ◉ Yes ○ No

If Yes, please describe the last use of the site

Haberdashery shop - retail. Business closed due to retirement circa April 2019.

When did this use end (if known)? DD/MM/YYYY	

6. Existing Use

Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated	○ Yes ◉ No
Land where contamination is suspected for all or part of the site	○ Yes ◉ No
A proposed use that would be particularly vulnerable to the presence of contamination	○ Yes ◉ No

7. Materials

Does the proposed development require any materials to be used?	○ Yes ◉ No

8. Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicular access proposed to or from the public highway?	○ Yes ◉ No
Is a new or altered pedestrian access proposed to or from the public highway?	○ Yes ◉ No
Are there any new public roads to be provided within the site?	○ Yes ◉ No
Are there any new public rights of way to be provided within or adjacent to the site?	○ Yes ◉ No
Do the proposals require any diversions/extinguishments and/or creation of rights of way?	○ Yes ◉ No

9. Vehicle Parking

Is vehicle parking relevant to this proposal?	○ Yes ◉ No

10. Trees and Hedges

Are there trees or hedges on the proposed development site?	○ Yes ◉ No
And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?	○ Yes ◉ No

If Yes to either or both of the above, you may need to provide a full tree survey, at the discretion of your local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside your application. Your local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.

11. Assessment of Flood Risk

Is the site within an area at risk of flooding? (Refer to the Environment Agency's Flood Map showing flood zones 2 and 3 and consult Environment Agency standing advice and your local planning authority requirements for information as necessary.)	○ Yes ◉ No

If Yes, you will need to submit a Flood Risk Assessment to consider the risk to the proposed site.

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?	○ Yes ◉ No
Will the proposal increase the flood risk elsewhere?	○ Yes ◉ No

How will surface water be disposed of?

- ☐ Sustainable drainage system
- ☐ Existing water course
- ☐ Soakaway
- ☑ Main sewer

11. Assessment of Flood Risk

☐ Pond/lake

12. Biodiversity and Geological Conservation

Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?

To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.

a) Protected and priority species:

○ Yes, on the development site
○ Yes, on land adjacent to or near the proposed development
◉ No

b) Designated sites, important habitats or other biodiversity features:

○ Yes, on the development site
○ Yes, on land adjacent to or near the proposed development
◉ No

c) Features of geological conservation importance:

○ Yes, on the development site
○ Yes, on land adjacent to or near the proposed development
◉ No

13. Foul Sewage

Please state how foul sewage is to be disposed of:

☑ Mains Sewer
☐ Septic Tank
☐ Package Treatment plant
☐ Cess Pit
☐ Other
☐ Unknown

Are you proposing to connect to the existing drainage system? ○ Yes ◉ No ○ Unknown

14. Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste? ◉ Yes ○ No

If Yes, please provide details:

Very little waste will be produced following the change of use. A small commercial grade waste bin will be located to the rear of the premises. An external company will be paid to remove sanitary / nappy waste on a weekly basis.

Have arrangements been made for the separate storage and collection of recyclable waste? ◉ Yes ○ No

If Yes, please provide details:

Recyclable waste (mainly inflatable toys) are posted to a company that specifically recycles these for resale as bags and clothing.

15. Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste? ○ Yes ◉ No

16. Residential/Dwelling Units

Due to changes in the information requirements for this question that are not currently available on the system, if you need to supply details of Residential/Dwelling Units for your application please follow these steps:

1. Answer 'No' to the question below;

16. Residential/Dwelling Units

2. Download and complete this supplementary information template (PDF);
3. Upload it as a supporting document on this application, using the 'Supplementary information template' document type.

This will provide the local authority with the required information to validate and determine your application.

Does your proposal include the gain, loss or change of use of residential units? ○ Yes ◉ No

17. All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace? ◉ Yes ○ No

If you have answered Yes to the question above please add details in the following table:

Use Class	Existing gross internal floorspace (square metres)	Gross internal floorspace to be lost by change of use or demolition (square metres)	Total gross new internal floorspace proposed (including changes of use) (square metres)	Net additional gross internal floorspace following development (square metres)
D2 - Assembly and leisure	0	0	102.7	102.7
Total	0	0	102.7	102.7

For hotels, residential institutions and hostels please additionally indicate the loss or gain of rooms:

18. Employment

Will the proposed development require the employment of any staff? ○ Yes ◉ No

19. Hours of Opening

Are Hours of Opening relevant to this proposal? ◉ Yes ○ No

If known, please state the hours of opening (e.g. 15:30) for each non-residential use proposed:

Use	Monday to Friday	Saturday	Sunday and Bank Holidays	Unknown
D2 - Assembly and leisure	Start Time: 09:00 End Time: 17:30	Start Time: 09:00 End Time: 17:00	Start Time: 09:00 End Time: 17:00	

20. Industrial or Commercial Processes and Machinery

Please describe the activities and processes which would be carried out on the site and the end products including plant, ventilation or air conditioning. Please include the type of machinery which may be installed on site:

Air conditioning unit is in place but has been disconnected by current owner and is not currently in use. It will be serviced or a new system installed according to its condition on inspection, and is currently accounted for in the business rates. No other activities or processes required beyond fire alarm installation or maintenance.

Is the proposal for a waste management development? ○ Yes ◉ No

If this is a landfill application you will need to provide further information before your application can be determined. Your waste planning authority should make it clear what information it requires on its website

21. Hazardous Substances

Does the proposal involve the use or storage of any hazardous substances? ○ Yes ◉ No

22. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? (•) Yes ( ) No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

( ) The agent
( ) The applicant
(•) Other person

If Other has been selected, please provide contact details:

Contact name:

Title	
First name	Cheryl
Surname	Fox, Keates Hulme Estate Agents
Telephone number	01782847083
Email address:	fox@keateshulme.co.uk

23. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? (•) Yes ( ) No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title	Mr
First name	Arne
Surname	Swithenbank
Reference	DET 2019 0014

Date (Must be pre-application submission)

24/06/2019

Details of the pre-application advice received

Attended planning surgery for consideration of prior approval application. Further communications via email confirming full planning application required due to premises being located in a conservation area and regarding correct change of use (to Assembly and Leisure D2 as opposed to Education)

24. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent. ( ) Yes (•) No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

25. Ownership Certificates and Agricultural Land Declaration

CERTIFICATE OF OWNERSHIP - CERTIFICATE B - Town and Country Planning (Development Management Procedure) (England) Order 2015 Certificate under Article 14

I certify/The applicant certifies that I have/the applicant has given the requisite notice to everyone else (as listed below) who, on the day 21 days before the date of this application, was the owner* and/or agricultural tenant of any part of the land or building to which this application relates.**

*** 'owner' is a person with a freehold interest or leasehold interest with at least 7 years left to run. ** 'agricultural tenant' has the meaning given in**

25. Ownership Certificates and Agricultural Land Declaration

section 65(8) of the Town and Country Planning Act 1990

Owner/Agricultural Tenant

Name of Owner/Agricultural Tenant	Mr Peter Lucas
Number	6
Suffix	
House Name	
Address line 1	Glebe Road
Address line 2	Kingsley
Town/city	Stoke-on-Trent
Postcode	ST10 2AQ
Date notice served (DD/MM/YYYY)	29/05/2019

Person role

- (•) The applicant
- ( ) The agent

Title	Mrs
First name	Catherine
Surname	Potts
Declaration date (DD/MM/YYYY)	22/07/2019

☑ Declaration made

26. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☑

Date (cannot be pre-application)	22/07/2019