

Regeneration Consultation Response

Planning application SMD/2021/0536

The Casey Group Ltd Land at Barnfields Industrial Estate Sunnyhills Road, Leek

Reserved matters application for approval of appearance, landscaping, layout, and scale to provide: 157 residential dwellings (Class C3) providing a mix of two, three and four bedroom houses, and two bedroom apartments; 6 x live / work units (Sui Generis); 1 x public house / restaurant / café (Sui Generis / Class E(b)); a marina / basin and associated boating facilities with 13 berths; associated works including internal road network, associated highway works, drainage infrastructure, landscaping, open space, play area, pedestrian, and cyclist links; land reserved for future railway station with associated heritage / railway activities building/s and car parking; and land reserved for future link road including associated landscaping. The application is submitted pursuant to outline planning permission SMD/2014/0750.

The application is to complete reserve matters in line with outline planning approval for the currently vacant former concrete works at Sunnyhills Road Leek. The application should be seen in combination with an application to delete and vary four conditions that were attached to the outline planning permission for the Cornhill Regeneration Project (ref. SMD/2014/0750), which the Regeneration team is also supporting.

The project will deliver significant levels of housing in a site identified for housing within the Churnet Valley masterplan and adopted as part of the Local Plan. It will also secure planning for a range of other facilities including 1 x public house/café/restaurant; marina; and secure land for railway activities including car parking.

Residential development will impact on the local economy in terms of jobs and purchasing of supplies and services. In order to assess the economic impact of this development, we have relied upon the data supplied by the applicant and used the Council's approved multipliers to prepare these comments.

The proposal for 157 + 6 live/work units will provide the following outputs:

- The new householders occupying each new house will spend some of their income locally through shopping and use of local services. National research has identified that 34% of all household expenditure is spent at district level or below. For this development of 163 units this is calculated at £1,530,244 additional re-spend in the local economy per year.
- Each new house will generate 4 direct jobs within the construction industry or associated supply chain, of which 25% are likely to be locally based. This development will therefore support 174 temporary positions during its lifetime. Indirect jobs are also generated by local spend in shops and services. This is calculated at an additional local job for every seven new homes based on national research (23 jobs). In total, the housing development will therefore support 197 jobs.

- Once completed, the development will also generate approximately £29,944 additional council tax for Staffordshire Moorlands District Council per annum.

The planning application also includes 340m² of A3/A4 use for café/restaurant/Public house. In addition to the temporary jobs generated through the construction, this will generate between 17 and 22 full time equivalent jobs. This calculation is based on the Governments accepted job density guide (HCA Employment Density Guide 3rd edition).

To conclude, this project will deliver 163 new homes, generating over £1.5 million of re-spend in the community per annum, as well as nearly £30,000 of additional resource to the Council. It will support 197 temporary jobs and lead to 17-22 FTE permanent jobs, excluding the small industrial units which are subject to a separate reserve matters application. The development will also support delivery of the Local Plan and Churnet Valley masterplan and remediate a contaminated brownfield site bringing it back into productive use. On this basis, the Regeneration team is fully supportive this application.

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Senior Regeneration Officer

Staffordshire Moorlands District Council