

| Service             | Assets/<br>attributes:<br>main<br>contributors<br>to service            | State                                                                                                                                                                                                                                                                                                                                                      | Main beneficiary | Analysis                                                                                                                                                                                                                                                                                                                                                                                                                    | Opportunities                                                                                                                                                                                                                           | Principal services<br>offered by<br>opportunities                      |
|---------------------|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| Sense of<br>history | Industrial heritage                                                     | Industry has had a significant impact on the landscape, providing a rich sense of history. During the 18th century, famous potters, for example Wedgwood and Spode, gained international reputation and the towns of Stoke gained the epithet of 'the potteries' typified by bottle kilns and terrace houses of the workers. Some of the potteries remain. | National         | The relatively recent expansion of the six towns – Tunstall, Burslem, Hanley, Stoke, Fenton, and Longton – has obscured the evidence that they were once a series of upland settlements, however, they have retained their own historic centres comprising civic buildings and large Victorian churches which are now prominent features in the landscape and are an important component of the historic character of area. | Protect and manage the heritage assets of the NCA so that the legacy remains legible in the landscape. Maintain the historic buildings and infrastructure of past industry, trade and semi-natural woodland, once managed for charcoal. | Sense of history<br><br>Sense of place / inspiration<br><br>Recreation |
|                     | Historic buildings and parklands including Registered Parks and Gardens |                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                                                                                                                                                                                                                                                                                                                                                                             | Support the objectives of conservation areas in the built environment and measures to protect areas of ridge and furrow and buried artefacts in the agricultural environment.                                                           |                                                                        |
|                     | Churches, industrial buildings and streamside mills                     |                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                                                                                                                                                                                                                                                                                                                                                                             | Protect heathland habitats with their smallholdings; rare surviving examples of rural-industrial landscapes.                                                                                                                            |                                                                        |
|                     | Historic transport routes                                               |                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                                                                                                                                                                                                                                                                                                                                                                             | Investigate sustainable transport solutions to alleviate traffic congestion in the villages of Alton and Farley and in the narrow lanes of the NCA. Create new cycle routes and footpaths utilising disused railway lines and trails.   |                                                                        |
|                     | Boundary features and squatter enclosures                               |                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                                                                                                                                                                                                                                                                                                                                                                             | In collaboration with English Heritage, consider the sensitive redevelopment of derelict historic buildings with interpretation and visitor access.                                                                                     |                                                                        |
|                     | Pre-industrial landscapes                                               | Canals, wharfs, disused railway lines and derelict land add to the sense of history of the industry that once prevailed. By the end of the 19th century in Leek, the silk industry became increasingly concentrated in factories in the town.                                                                                                              |                  | Landed wealth and industry-generated wealth led to the development of a number of country mansions set in their landscaped parks and gardens, the most notable being Alton Towers. This and other parks and gardens have now become popular tourist destinations, close to population centres and provide recreation as well as employment.                                                                                 |                                                                                                                                                                                                                                         |                                                                        |
|                     | Historic heathland habitats with their smallholdings                    | Along the River Churnet, water mills powered flint mills and foundries. Metal ores and minerals were historically important; at Frogshall, Bolton Copperworks dominates the landscape. The most prominent feature is the brick chimney which can be viewed from the surrounding landscape.                                                                 |                  | The NCA has a long association with agriculture as evidenced by small areas of ridge and furrow in the south of the NCA.                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                         |                                                                        |

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| Sense of<br>history<br>cont. |                                                              | <p>... continued from previous page</p> <p>Pre-industrial assets still legible in the landscape include areas of remnant ridge and furrow and burial mounds from prehistoric occupation.</p> <p>Historic heathland habitats with their smallholdings are rare surviving examples of rural-industrial landscapes.</p> |                  | <p>The influence of the Cistercian monasteries on the medieval landscape is likely to have been significant with a sheep-based economy and later charcoal and iron; squatter enclosures, granted to settlers during the industrial expansion and the abundance of holly in some woods, retained for its value as fodder for cattle. All of which contribute to the sense of history.</p> <p>Historic assets such as remnant ridge and furrow, and burial mounds need protection from modern land uses.</p> | Encourage collaboration between landscape partnerships and English Heritage to reinstate traditional land management of parklands and estate grounds with appropriate visitor access and interpretation. |                                                   |

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| Tranquillity | River valleys woodland and cloughs                                                           | Referring to the CPRE intrusion map, 2007, tranquillity has declined since the 1960s. Undisturbed areas have decreased by 11 per cent reflecting the urban expansion of Stoke-on-Trent and Newcastle-under-Lyme and the increasing amount of traffic. | Local            | Managed woodland should include plans to improve access to tranquil locations while ensuring it does not compromise sensitive habitats and species.                                                                                                                                                                                                                                                                                                                           | Encourage the provision of improved access to woodland as part of woodland management to increase opportunities to experience tranquillity.                                                            | <b>Tranquillity</b><br><br><b>Sense of place / inspiration</b><br><br><b>Sense of history</b><br><br><b>Biodiversity</b> |
|              | Parklands and gardens and country parks                                                      |                                                                                                                                                                                                                                                       |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                        |                                                                                                                          |
|              | Rudyard Reservoir                                                                            |                                                                                                                                                                                                                                                       |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                        |                                                                                                                          |
|              | Biddulph and Wetley moors                                                                    | Tranquillity can be found in the river valleys of the Dove and wooded areas of the Churnet Valley and the many cloughs, which provide an intimate, enclosed sense of tranquillity.                                                                    |                  | Much of the eastern NCA remains relatively free from urban development and in the Churnet Valley, historic parklands and their settings offer views out across a largely unspoiled landscape.                                                                                                                                                                                                                                                                                 | Maintain historic parklands, the landscape and villages that surround them. Resist the introduction of urban features in to the rural/village landscape, for example unnecessary lighting and signage. |                                                                                                                          |
|              | Interlocking network of green spaces in the Potteries including public parks and open spaces | Open moorlands also evoke a sense of tranquillity and solitude.                                                                                                                                                                                       |                  | In the urban area, landscape-scale reclamation of former mines and industrial sites has led to the creation of the Lyme Valley Park, Apedale Country Park, Central Forest Park, Westport Lake, Chatterley Whitfield Heritage Country Park and the garden festival site at Erruria, providing a sense of tranquillity in the heart of the urban area. Public parks, for example Fenton and Hanley, also provide high-quality open spaces in otherwise densely populated areas. | Encourage the connectivity of greenspace in urban areas and improve access.                                                                                                                            |                                                                                                                          |
|              |                                                                                              | Parklands and gardens and local nature reserves offer opportunities for quiet reflection, for example Trentham Gardens, Biddulph Grange and Hem Heath Wood Local Nature Reserve.                                                                      |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Support initiatives that raise the quality of urban green spaces and public parks, for example the Green Flag Award.                                                                                   |                                                                                                                          |
|              |                                                                                              | Rudyard Reservoir also offers opportunities for quiet reflection.                                                                                                                                                                                     |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Support objectives of conservation areas, for example Rudyard Reservoir and Trent and Mersey.                                                                                                          |                                                                                                                          |
|              |                                                                                              | In contrast to the densely populated areas of the Potteries, there exists a network of green spaces, developed on former industrial and extractive sites that evoke a sense of tranquillity in the heart of the urban area.                           |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                        |                                                                                                                          |

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| Recreation                | Alton Towers leisure resort                                                         | The Alton Towers resort attracts approximately 2.5 million visitors per year. During peak times, access can exceed 20,000 visitors per day, placing pressure on infrastructure and the environment.                                                                                 | National         | Tourist destinations, for example Alton Towers and Trentham Gardens, make a significant contribution to the visitor economy of the region and provide employment in the service industries. This is both a benefit and a challenge. The impact of visitors to Alton Towers is heavy traffic flow through the centres of Alton and Farley villages which is both hazardous and disruptive for the local residents and boundary walls. Traffic impacting on buildings and boundary walls is a serious problem and both pollution and vibration are damaging. Pollution blackens buildings, rock-outcrops, and acidifies soil. | Support appropriate measures to improve the principal access routes to Alton Towers. Investigate sustainable transport solutions to alleviate traffic congestion in the villages of Alton and Farley and in the narrow lanes of the NCA.    | Recreation<br>Sense of history<br>Sense of place / inspiration |
|                           | Historic Parks and Gardens and Country Parks                                        | There are a number of Historic Parks and Gardens, for example Trentham Gardens and Biddulph Grange. Park Hall NNR and Apeale Country Park are all located close to population centres providing recreational facilities.                                                            |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                             |                                                                |
|                           | Network of public rights of way and local trails including canals                   | An extensive network of public rights of way and local trails, many a legacy of past trade and industry. The Greenway Cycleway, Sabrina Way, a National Bridle route and a section of the Staffordshire Way run through the NCA linking the many country parks and nature reserves. |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                             |                                                                |
|                           | Open heathlands of the Staffordshire Moorlands                                      | Stoke is one of 12 Cycling Cities promoting and developing a cycling culture in the city. National Cycle Network routes 5 and 55 pass through the urban area.                                                                                                                       |                  | Rights of way, canals and railway lines were essential to traders who brought in materials and foodstuffs and exported finished goods and produce. Today these routes provide recreational access to open spaces, country parks and Local Nature Reserves; the heritage features and wildlife of the NCA, providing physical and mental health related benefits for local residents.                                                                                                                                                                                                                                        | Encouraging more people to visit the open countryside for quiet enjoyment to meet the needs of diverse audiences, improve health and well being while reducing the number of visitors to traffic-congested sites.                           |                                                                |
|                           | The Churnet Valley Railway offers a round trip through the Staffordshire Moorlands. |                                                                                                                                                                                                                                                                                     |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Opportunities exist for farm diversification; short stay and long stay accommodation; sites for camping and tourist caravans, especially along rights of way, for example the Sabrina Way Bridleway and proximal to the Peak National Park. |                                                                |
| Continued on next page... |                                                                                     |                                                                                                                                                                                                                                                                                     |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                             |                                                                |

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| Recreation<br>cont. |                                                              |       |                  | <p>... continued from previous page</p> <p>The Churnet Valley (heritage) Railway has aspirations to re-open lines and extend the network into Stoke and Leek, connecting the Staffordshire Moorlands with the main line at Stoke. The proposed route will pass through Alton Towers theme park. The proposal also includes options to carry passengers as well as freight.</p> <p>The proposed extension to the Churnet Valley Railway line could offer a sustainable solution to traffic congestion in the villages and narrow lanes of the Churnet Valley and reduce lorry movements associated with Caudon Quarry and cement works, in the neighbouring NCA.</p> | <p>Support and promote community engagement and participation, to provide local people and visitors with the range of benefits offered by contact with the natural environment.</p> <p>Manage sustainably, the demand for water and energy resources and providing recycling facilities at tourist destinations, to minimise the impact on the environment and to raise awareness.</p> <p>Encourage the use of Public Rights of Way and The Staffordshire Way, through improved access, circular walks, and appropriate signage and interpretation. Support the objectives of the Staffordshire County Council Rights of Way Improvement Plan.</p> <p>Consider new technological solutions to interpret habitats, artefacts and historic buildings, describing the role each have had in the heritage and development of the landscape over time.</p> <p>Restored canals and disused railway lines can offer sustainable transport solutions; offer recreational opportunities; increase access to the industrial heritage of the NCA; inspire volunteer activities; public art and sculpture; education trails and skills development events.</p> |                                                   |

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| Biodiversity | SSSI<br>Ancient semi-natural<br>broadleaf woodland<br>Running and still<br>water habitats<br>including riparian<br>habitat<br>Grassland, heathland<br>and lowland<br>meadows<br>Urban habitats<br>including open<br>mosaic habitat<br>on previously<br>developed land,<br>Country Parks, Local<br>Nature Reserves and<br>Local Sites | Twelve SSSI designated for<br>biodiversity within the NCA.<br>Over 3,700 ha, representing<br>7 per cent of the NCA, host<br>priority woodland, of which, 3<br>per cent is ancient woodland.<br>The Trent, Churnet and<br>Dove rivers and their many<br>headwater streams. Some of<br>the streams of the NCA rise or<br>flow on limestone producing<br>base-rich water, which partially<br>affect the species composition,<br>for example Hudford Brook.<br>The presence of both lowland<br>heath (155 ha) and upland<br>heath (43 ha) reflects the<br>transition from lowland to<br>upland vegetation.<br>The largest remnant of lowland<br>heathland and wet heath with<br>mire occurs at Wetley Moor<br>SSSI, to the east of Stoke.<br>Grasslands comprise; lowland<br>dry acid grassland; lowland<br>calcareous grassland. Purple<br>moor grass is also evident and<br>a small component of upland<br>calcareous grassland. | National         | Churnet Valley SSSI and Coombes Valley SSSI are<br>especially rich in invertebrate species; over 30<br>species of beetle including two nationally rare<br>species which are dependent on the continuous<br>presence of deadwood and over-mature trees.<br>An assemblage of priority woodland bird species,<br>including, tree pipit, redstart, wood warbler and<br>pied flycatcher, with dippers frequently seen along<br>the watercourses. Stream sections also support<br>communities of mosses and liverworts including<br>the nationally scarce species of liverwort <i>Meylan's</i><br><i>Nees' pouchwort</i> .<br>Riparian woodland slows flow rates and provides<br>a source of large, woody debris that provides<br>habitat for the rare logjammer hoverfly, caddis and<br>soldier flies. Woody debris also provides habitat for<br>salmonids. Brown trout and the native white-clawed<br>crayfish can all be found in the main watercourses.<br>There is a transition from lowland to upland<br>moorland characteristics. Some heathland occurs<br>at higher elevations above the Churnet Valley; there<br>are fragments of heath to the north of Stoke and<br>extensive areas of heathland/moorland on the<br>millstone grit outcrops of Mow Cop and Biddulph<br>Moor.<br>Important concentrations of unimproved grassland<br>and enclosed fields on higher ground including<br>traditional hay meadows; some support breeding<br>curlew and snipe and some are of great botanical<br>diversity, where regionally rare greater butterfly<br>orchids are present, for example Bath Pasture SSSI<br>and Froggall Meadow and Pastures SSSI. | Seek opportunities to<br>improve the quality,<br>connectivity and<br>diversity of core sites,<br>for example SSSI,<br>Local Sites and Local<br>Nature Reserves and<br>increasing the wildlife<br>value of buildings,<br>gardens, local<br>authority-owned open<br>spaces, canals, railway<br>lines, road verges and<br>managing blocks of<br>woodland.<br>Encourage<br>connectivity of<br>biodiversity both<br>through and between<br>the urban and rural<br>areas.<br>Reverse habitat<br>fragmentation by<br>expanding areas<br>of heathland and<br>restoring typical<br>zones of woodland.<br>Buffer core sites by<br>developing transitional<br>scrub communities<br>between woodland<br>and adjoining habitats. | Biodiversity<br>Sense of place /<br>inspiration<br>Sense of history<br>Regulating soil<br>erosion<br>Regulating water<br>flow<br>Regulating water<br>quality<br>Regulating soil<br>quality |

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| Biodiversity<br>cont. |                                                              | <p>... continued from previous page</p> <p>Landscape-scale reclamation of former mines, spoil heaps, pottery tips and industrial sites has created Apeedale Community Country Park, Lyme Valley Park, Central Forest Park, Westport Lake, Chatterley Whitfield Heritage Country Park and the garden festival site at Etruria, providing a sense of tranquillity at the heart of the urban area.</p> |                  | <p>In the Potteries, areas of 'trapped countryside' and open mosaic habitat on previously developed land provide 'stepping stones' of habitat through the conurbation and together with country parks, Local Nature Reserves and Local Wildlife Sites, provide physical and mental health related benefits for local residents.</p> | <p>Manage riparian woodland ensuring a supply of deadwood and over-mature trees. Manage wood pasture and parklands in keeping with their design and reinstate native woodland on PAWS.</p> <p>Halt the loss and degradation of heathland by appropriate management and sustainable stocking levels.</p> <p>Reinstating grazing regimes on traditional hay meadows and protecting and managing unimproved grassland for breeding waders.</p> <p>Encourage equestrian landowners to lay mixed species grassland and plant native species hedgerows.</p> <p>Increase the surveillance of key habitats and species by surveying to monitor the distribution and population sizes of species as an indicator of habitat quality and providing opportunities for volunteering and training.</p> <p>Protecting the historic heathland habitats for their biodiversity and contribution to sense of history through smallholdings.</p> |                                                   |

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| Geodiversity | Natural rock outcrops                              | The NCA is rich in minerals and geodiversity assets.                                                                                                                                                        | Regional         | Past and present quarrying, canal and railway cuttings provide a valuable opportunity for understanding the geological history of the area and demonstrating the link between geodiversity and the development of landscape, settlements and industry. For example, Hulme Quarry SSSI and NNR provides excellent exposures of the Triassic river-lain red conglomerates and sandstones.                                                             | Raise the profile of geodiversity, through increased education and interpretation to show how geology influences settlement patterns, human activity and innovation, from source rock to product and relate this to the landscape. | <b>Geodiversity</b><br><br><b>Sense of history</b><br><br><b>Sense of place / inspiration</b><br><br><b>Biodiversity</b><br><br><b>Recreation</b> |
|              | Road, rail and canal cuttings                      | Natural outcrops occur at Mow Cop, Congleton Edge, Cloud Side, and Wetley Rocks. Man-made cuttings provide important cross-sections through strata, for example Caldon Canal and the many railway cuttings. |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                    |                                                                                                                                                   |
|              | Glacial and present-day geomorphological processes | Past geomorphological processes cut the Churnet Valley and present day processes occur in the valley streams and dynamic river systems.                                                                     |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                    |                                                                                                                                                   |
|              | Local stone used as a building material            | Sandstone from the Millstone Grit Group has been used widely in the NCA as a walling material in both farm buildings and drystone walls.                                                                    |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                    |                                                                                                                                                   |
|              | Minerals and ores                                  | There are a number of operational and non-operational extraction sites in the NCA.                                                                                                                          |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                    |                                                                                                                                                   |
|              | Mines and quarries                                 |                                                                                                                                                                                                             |                  | Glacial meltwater caused the 'derangement' of the pre-existing drainage systems, for example three-way valley intersections around Rucyard Lake and Horse Bridge. Present-day geomorphic activity includes tufa deposits of the valley springs and landslide activity within valley sides, for example at Walton's Wood. The rivers Trent and Churnet both illustrate fluvial activity in the form of channel migration and flood plain deposition. | Work with highway and local authorities to maintain the integrity of road cuttings while not obscuring geological exposures with hard engineering solutions.                                                                       |                                                                                                                                                   |
|              | Designated sites                                   |                                                                                                                                                                                                             |                  | There are a number of clay and shale quarries centred on Newcastle-under-Lyme and Stoke-on-Trent for brick and tile manufacture.                                                                                                                                                                                                                                                                                                                    | Improve access to and interpretation of present-day geomorphic activity associated with the rivers Trent, Churnet and Dove.                                                                                                        |                                                                                                                                                   |
|              |                                                    |                                                                                                                                                                                                             |                  | Continued on next page...                                                                                                                                                                                                                                                                                                                                                                                                                           | Appropriate, small-scale extraction from quarries could provide building stone to repair historic buildings, thus maintaining the vernacular.                                                                                      |                                                                                                                                                   |
|              |                                                    |                                                                                                                                                                                                             |                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Work in partnership to further the objectives and aspirations of the Local Geodiversity Action Plan and to develop restorative management of Local Geological Sites offering opportunities for volunteering and learning.          |                                                                                                                                                   |

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| Geodiversity<br>cont. |                                                              |       |                  | <p>... continued from previous page</p> <p>On the Millstone Grit, around Leek and Hollington, there are a number of operational sandstone quarries producing building stone.</p> | <p>Negotiate long-term conservation of exposures with mineral companies and site owners at key geological sites.</p> <p>Restoration of sand and gravel pits for biodiversity, also providing access and interpretation where possible.</p> |                                                   |

## Photo credits

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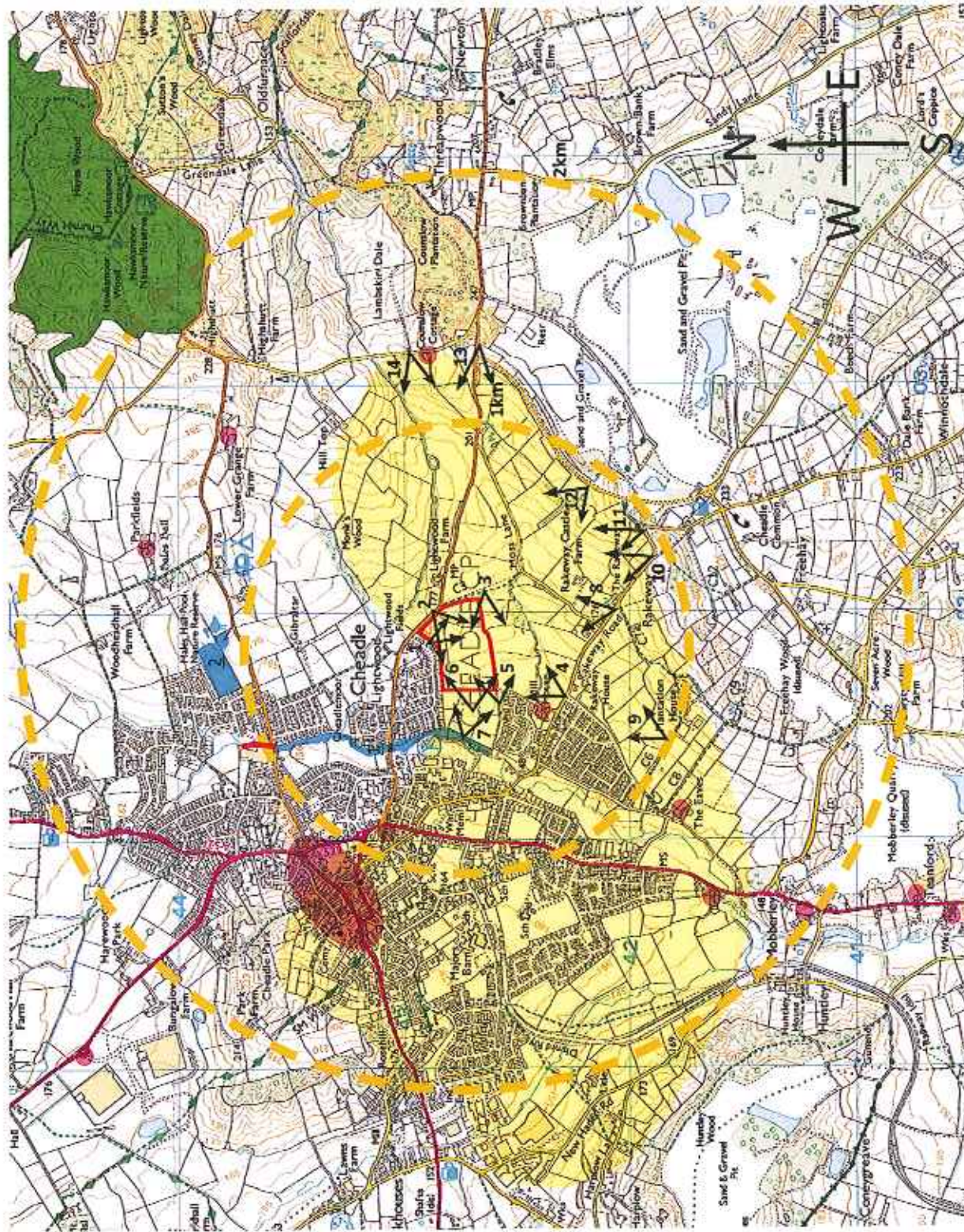
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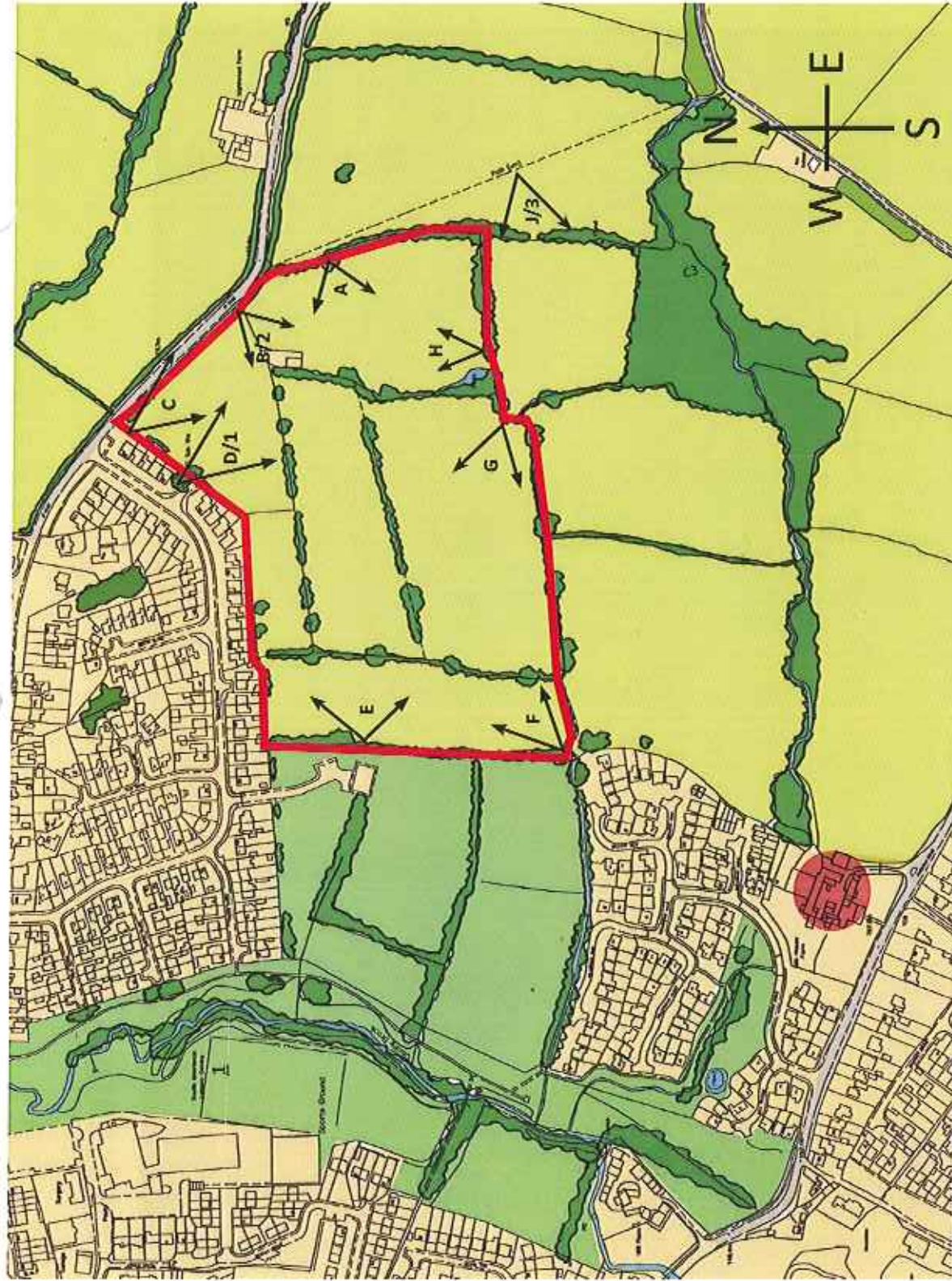
**Appendix C**  
**Landscape Supporting Graphics**



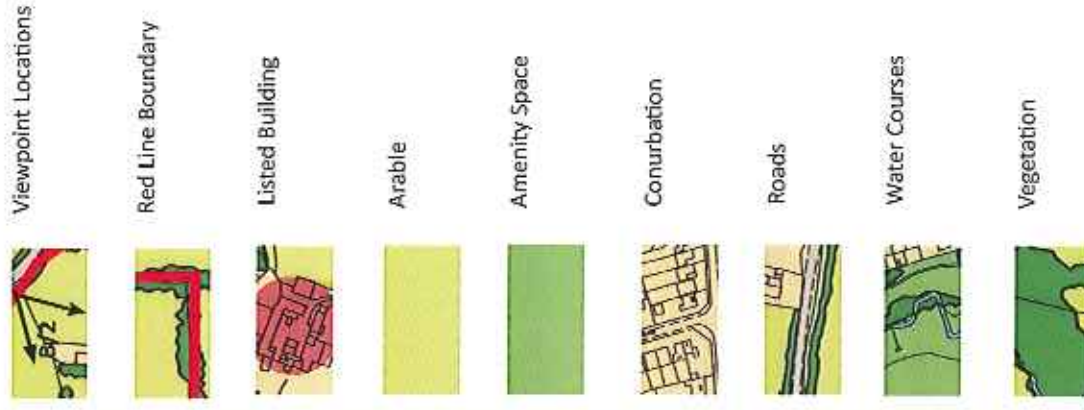
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Site Context ( Estimated Zone of Theoretical Visibility and Viewpoint Location Plan)



# Legend:



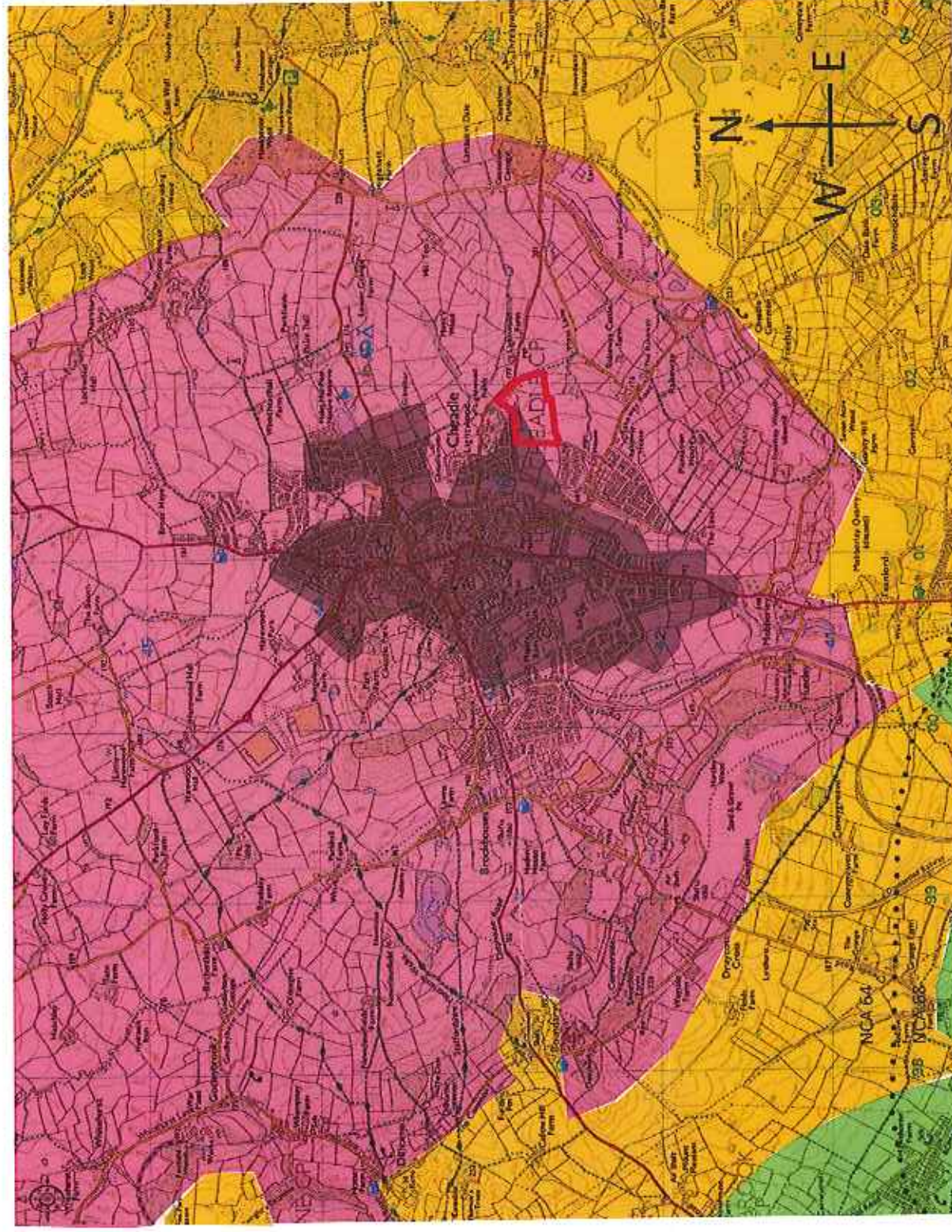
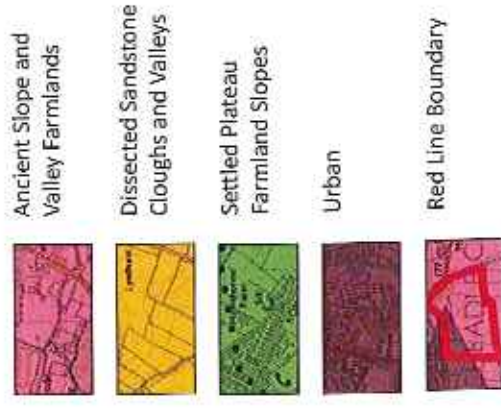
## Landscape and Visual Appraisal

Thorley Drive, Cheadle

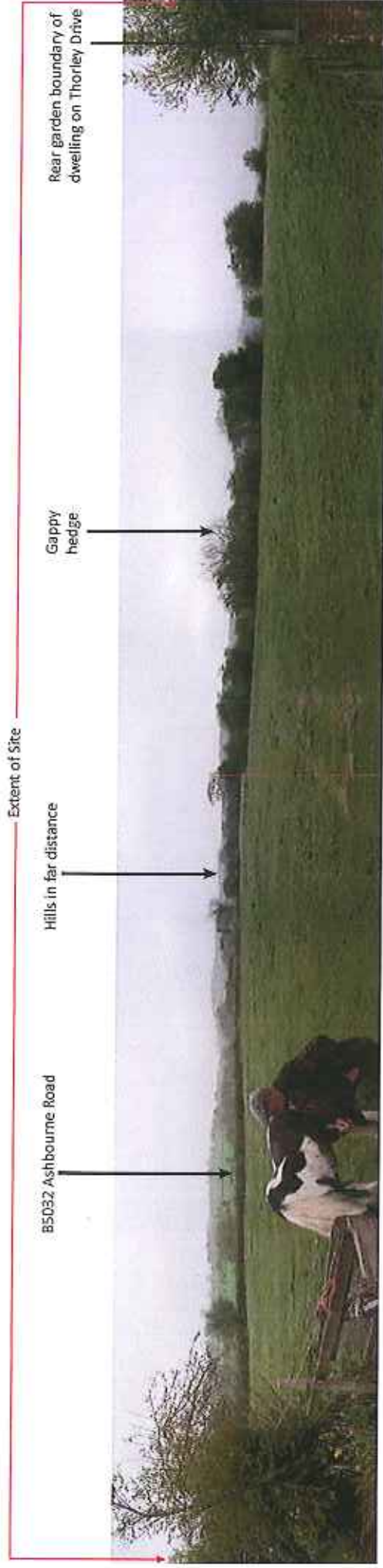
Figure 2.0

SMD 2016 02 27

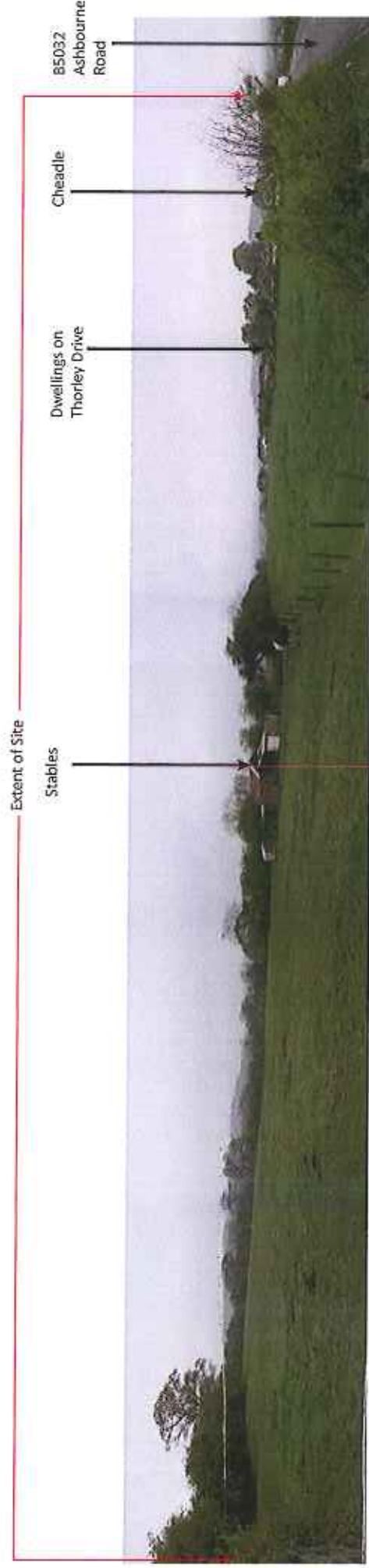
# Legend:



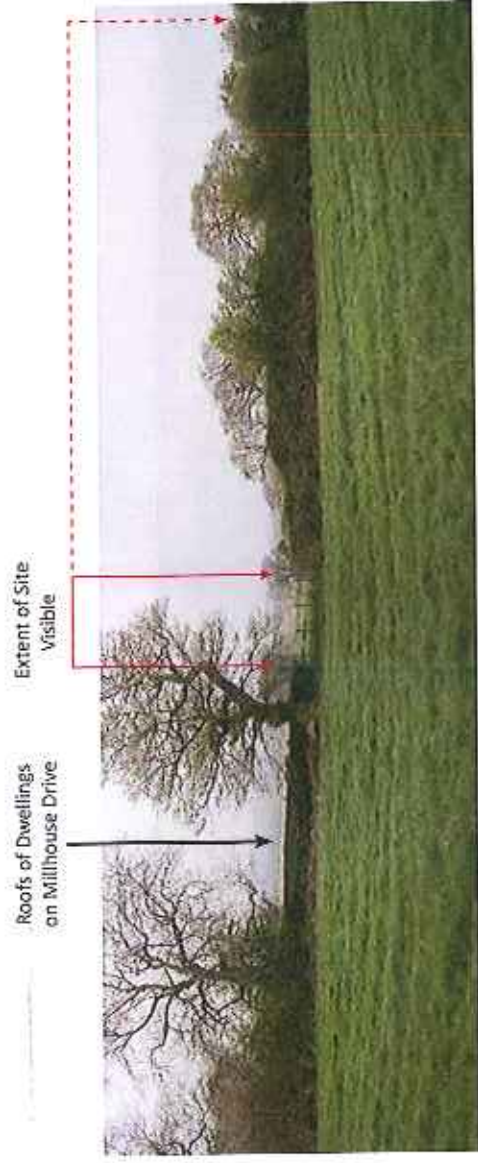
## Landscape Character Areas



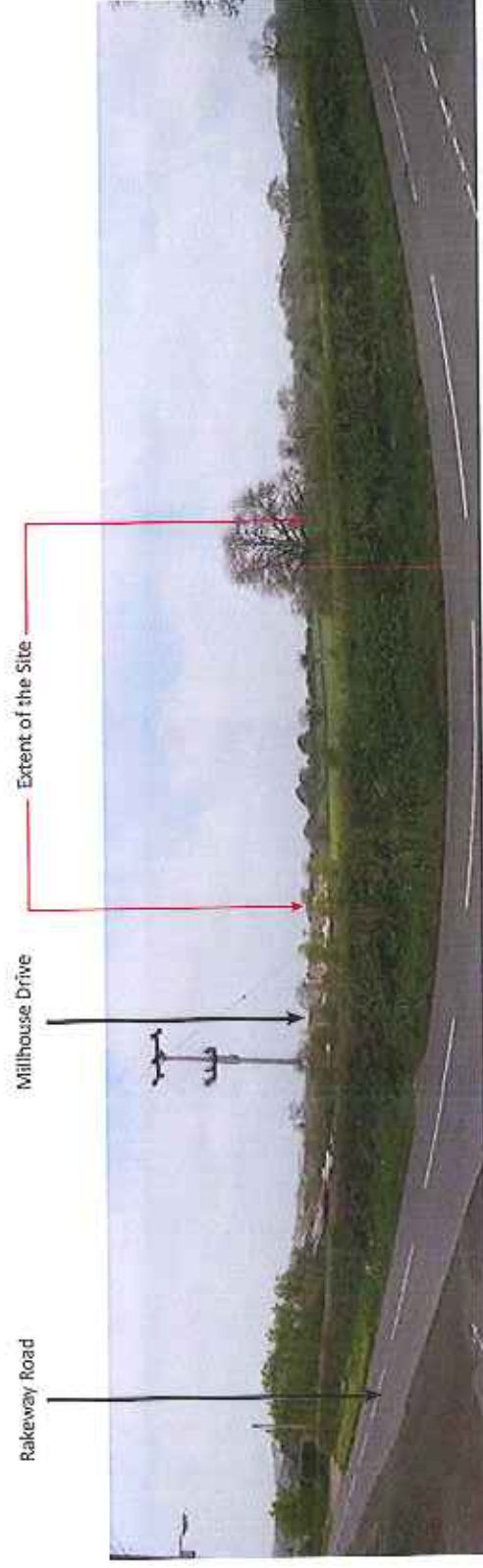
View 1: Looking south-east across the Site from the access into the field from Thorley Drive (Residential)



View 2: Looking south-west obliquely from the B5032 Ashbourne Road towards the Site ( Movement Corridor)



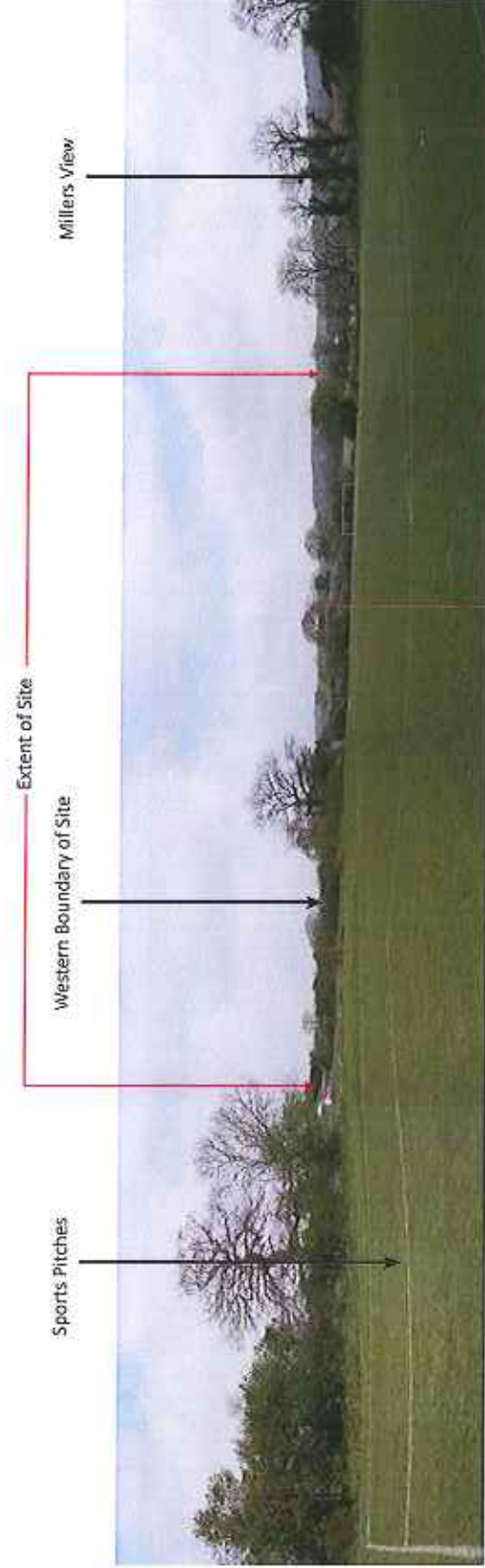
View 3: Looking west from public right of way ref Cheadle 3 towards the Site (Recreational)



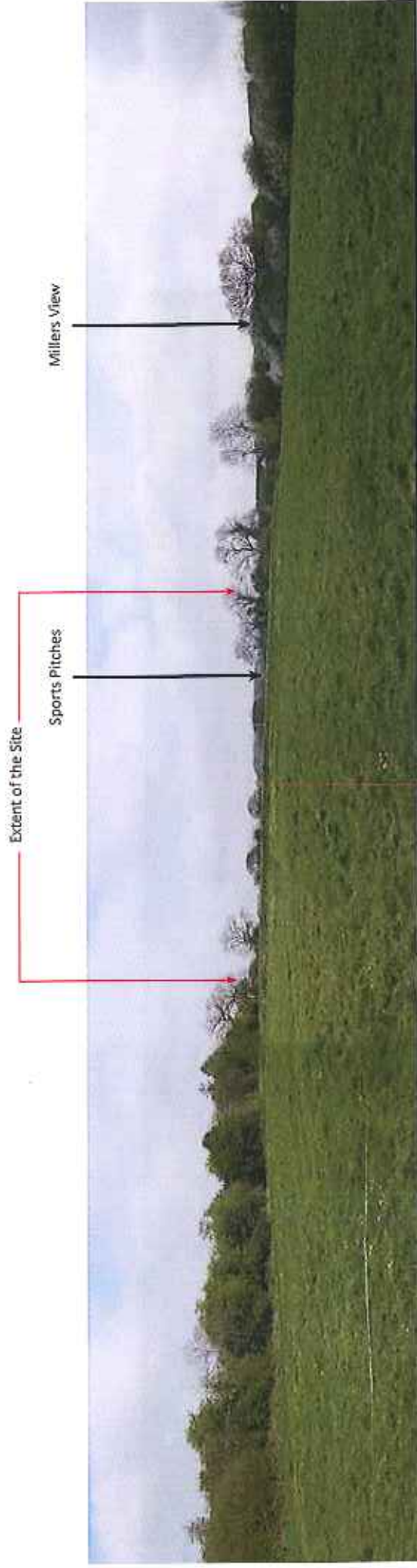
View 4: Looking north-east from Rakeway Road at the end of Manifold Drive towards the Site (Residential and Movement Corridor)



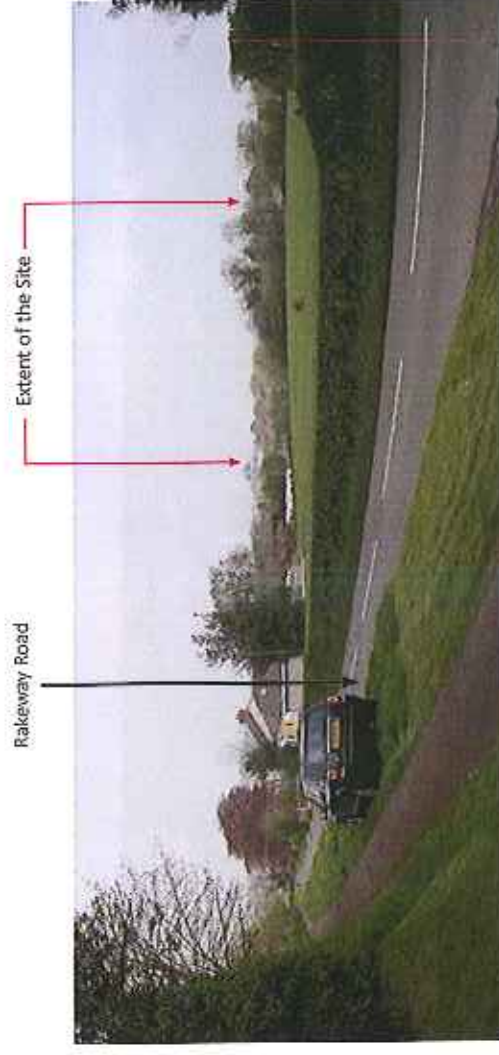
View 5: Looking north-east from the residential dwellings on Millers View towards the Site (Residential)



View 6: Looking east across the existing playing fields towards the western boundary of the Site (Recreational)



View 7: Looking east across the existing playing fields towards the western boundary of the Site from the Cecilly Brook Nature Reserve (Recreational)



View 8: Looking north from the Rakeway Road at the start of public right of way (reference Cheadle 7) towards the Site (Movement Corridor and Recreational)

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