

Final Churnet Valley Masterplan

Sustainability Appraisal

March 2014

Final Churnet Valley Masterplan Sustainability Appraisal

Non Technical Summary



1. Introduction

The Council has prepared a Masterplan for the Churnet Valley. This Masterplan provides a comprehensive framework for future development in the area. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology.

Core Strategy Policy SS7 identifies the Churnet Valley as a sustainable tourism area. The Churnet Valley Masterplan is a Supplementary Planning Document (SPD) and will have a major influence on future planning decisions and on other initiatives and strategies affecting the area. The Masterplan identifies key opportunities but it is the Site Allocations Development Plan Document (DPD) that will allocate land for development.

2. How the Masterplan Options were Developed

Work commenced on the document in autumn 2010 and a baseline report was produced in November 2010. In early 2011 a number of background studies were used to inform the Masterplan and a visioning event and feedback session were held. Community conversations were undertaken in the summer of 2011 and comments from those attending the sessions were invited on issues relating to their area.

In order to develop a strategy for the Churnet Valley the Council produced an Options Report which explored and tested a range of 5 options. These were:

- Minimal Change
- Dispersed Development
- Northern Focus
- Froghall Focus
- Southern Focus

The Council consulted on the Options Report and a Sustainability Appraisal of the Options Report in January 2012. The Sustainability Appraisal considered the likely effects on social, environmental and economic factors and assessed the emerging principles, the 5 Masterplan options and the cumulative effects of these options against the SA objectives. Following this consultation further meetings were held with various organisations and interest groups to refine the draft Churnet Valley Masterplan.

A list of the seventeen sustainability appraisal objectives is available in Section B of this document. A summary of the impact of the range of options is included in Section C of this document.

3. Selection of Draft Masterplan

Section D includes information regarding the selection of the Draft Masterplan. It is felt that a 'Balanced Approach' which focuses development on key locations and sees minimal development elsewhere, recognising the sensitivity and unique qualities of each of the character areas is the most appropriate approach in terms of a balance between sustainability and economic impact. It also best reflects comments made to the consultation on options about the unique character of areas of the Churnet Valley and the need for a sensitive approach that sees the protection and enhancement of the natural beauty of the Churnet valley as a key overriding requirement.

Section E of this document summarises the components of the draft Masterplan.

4. Final Masterplan

The representations to the publication of the Draft Masterplan have been considered and a number of modifications made in light of these (detailed in section M).

The Churnet Valley Masterplan was adopted as a Supplementary Planning Document (SPD) on the 26 March 2014. In accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012 the period by which any person aggrieved by the SPD may apply to the High Court for permission to apply for judicial review of the decision to adopt the SPD is not later than 3 months after the date on which the SPD was adopted.

5. Sustainability Appraisal

Section L of this document summarises the main issues raised to the public consultation and the modifications made in response to this. The main changes were the deletion of the identification of Consall Nature Park as a hub and the identification of Coombes Valley RSPB Nature Reserve as a hub in addition to its identification in the Draft Masterplan as a gateway and opportunity site. A number of minor changes have also been made. The changes are not considered to have any significant impacts in terms of sustainability. The Environment Agency commented at publication stage on the Sustainability Appraisal that they consider it acceptable, however within the Masterplan there is no direct reference to reducing flood risk and improving the water environment. Changes have been made to the Masterplan to reflect this including an additional reference for each of the key opportunity sites in the respective concept statements development principles section on ensuring development makes appropriate provision for sustainable management and use of surface water. Also, in the 'Development and Management Principles' section of the Masterplan a reference has been added in the Natural Environment principle that 'Development should seek to reduce flood risk and improve the water environment.' This SA explains how options were considered and how the Masterplan was developed and assessed for its sustainability impacts.

The Core Strategy was found to be sound by the Planning Inspector. The Inspector confirmed that the Sustainability Appraisal of the Core Strategy is adequate and that the public consultation requirements for the Core Strategy were fully and properly carried out. He also confirmed that the Core Strategy complied with all UK legislation and therefore complied with the relevant Articles in the Aarhus Convention.

Section F assesses the impact of the Draft Churnet Valley Masterplan spatial strategy on the seventeen sustainability objectives.

Section G assesses the following Masterplan principles against the sustainability objectives.

The overarching principle is:

Sustaining and enhancing the natural, built and historic environmental quality of the area, its settlements and its hinterland through managed change which provides for rural regeneration largely based on sustainable tourism.

The other principles:

- Ensuring that communities are at the heart of the future of the Churnet Valley
- Support local enterprise and create local employment opportunities
- Improve accessibility and connectivity
- Respect, enhance and protect the positive aspects of the Churnet Valley
- Deliver quality and sustainable tourism

Section H assesses the Draft Masterplan Principles against the Core Strategy Objectives.

Section I assesses the following character areas:

- Rudyard Lake
- Peak District Fringe
- Leek
- Central
- Froghall
- Moneystone
- Alton
- Cheadle

Section J assesses the following development and management principles:

- Natural Environment
- Heritage
- Sustainable Tourism
- Sustainable Transport
- Economic Development
- Green Initiatives
- Design Principles

6. Cumulative Effects of the Masterplan

The table below summarises the overall effects of the Masterplan on social, environmental and economic factors.

SA Objectives	Short Term (less than 1 year)	Med Term (1-5 years)	Long Term (5 years or more)	Summary of Appraisal
Social	- / ++	- / ++	- / ++	Positive effects increasing over time as investment through development leads to improvements in the quality of the environment and better public transport. There is increased footfall in town centres improving vitality and viability and local facilities in rural areas such as local shops and village pubs are supported. Opportunities for walking, cycling and horse riding are also improved. The development of hubs and gateways, linked trips between attractions and better promotion of public transport services has a positive impact and mitigate against the potential increase in traffic on the road network. Other potential negative impacts are mitigated by protecting / reproducing greenways and providing information to users.
Environment	- / ++	- / ++	- / ++	Positive effect increasing over time as existing and new attractions are supported and events are promoted throughout the year. Improved accommodation will increase the length of time visitors stay in the Churnet Valley and there will be promotion of its industrial heritage, restoration and enhancement of historical assets, the canals and the River Churnet. There will be a major positive effect resulting from redevelopment of underused, derelict and contaminated sites and opportunities for renewable energy, energy efficiency technologies and for local businesses to adopt green initiatives. There could be potential negative impacts of future development on protected biodiversity sites although there is a clear opportunity to enhance and create further biodiversity over time. Ecological surveys may need to be carried out to establish the presence of species. Future development, particularly on undeveloped sites could affect the local landscape although development harmful to the character of the area would be resisted. The impact of additional visitors may result in increased noise and number of vehicles on the road which should be mitigated by use of gateways and hubs, better promotion of public transport services and the ability to reach the area with sustainable transport modes.
Economic	+	++	++	Positive effect increasing over time as the roles of Leek and Cheadle are strengthened in terms of retail provision, tourist accommodation and tourist facilities and heritage assets are conserved and enhanced. Rural areas will benefit from new job opportunities arising from new and extended visitor attractions and holiday accommodation. Increased tourism will also support existing businesses and allow them to develop. There could be the potential to undermine the role of towns and villages if significant inappropriate development takes place on rural sites so it will be important to ensure that development is appropriate to its location.

Figure 1

7. Habitat Regulations Assessment (HRA)

A Habitat Regulations Assessment (HRA) Screening Report was undertaken to assess whether the Masterplan could have a likely significant effect on any European sites of nature conservation. The Screening Report undertaken, by Natural Capital, considered that none of the development opportunities within the Churnet Valley Masterplan would be considered likely to generate impacts that would have a likely effect on sites. Natural England raised initial concerns regarding the HRA during the public consultation on the Draft Masterplan. In order to address Natural England's initial representation to the public consultation on the Draft Masterplan, and HRA Update (November 2013) was produced. Natural England have confirmed that they are satisfied that the conclusions in the HRA Update (November 2013) is appropriate and confirmed that in their view the Masterplan is legally compliant and sound. The HRA (August 2013) and HRA Update (November 2013) are available on the Council's website www.staffsmoorlands.gov.uk/churnetvalleymasterplan

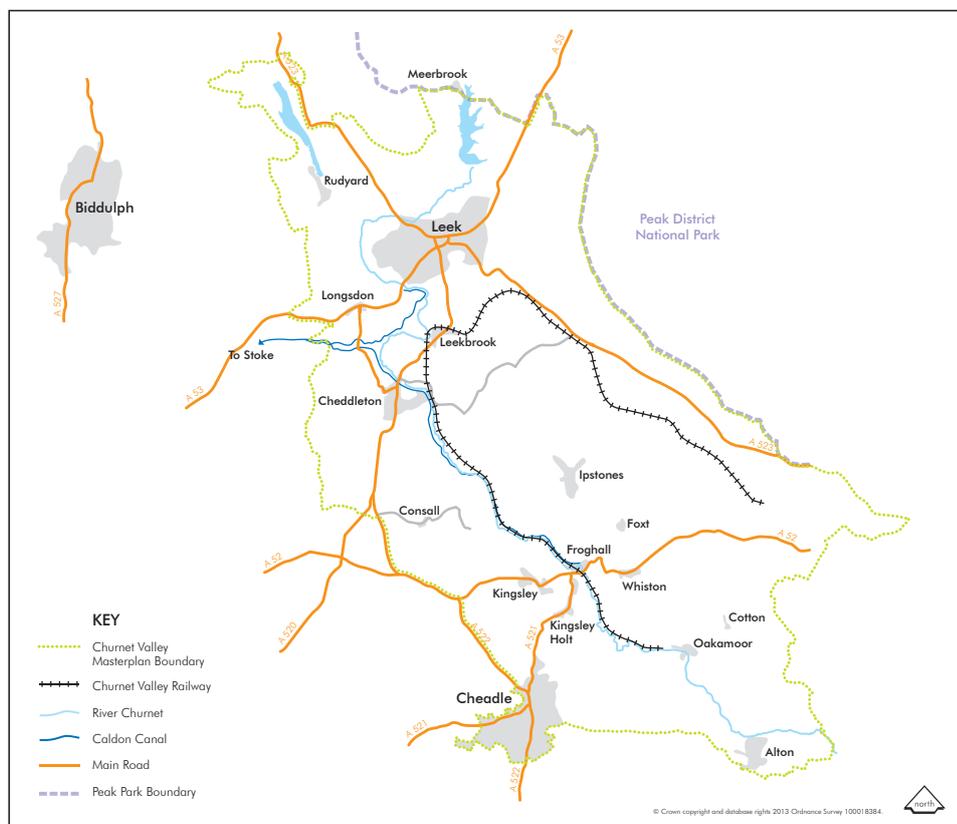
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Section A - How the Masterplan Options were Developed and Assessment
Undertaken

Introduction

1.1 The Staffordshire Moorlands Core Strategy policy SS7 identifies the Churnet Valley as a sustainable tourism area. The Masterplan will have a major influence on future planning decisions and on other initiatives and strategies affecting the area. It identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable tourism in a manner which is sensitive to and enhances its important heritage, landscape and ecology.

1.2 The geographical area covered by the Masterplan is indicated in the map below.



Picture 1.1 Area of the Churnet Valley Masterplan

How the Masterplan Options were Developed

Early Stages

1.3 Work commenced on the document in autumn 2010 and a baseline report was produced in November 2010. Also in November 2010 a number of workshops were held on the Bolton Copperworks Masterplan. In early 2011 a number of background studies were used to inform the Masterplan and key findings were presented as a SWOT analysis.

1.4 A visioning event and feedback session were held in March 2011 to establish a set of principles. Community conversations were held in the summer of 2011 and comments from those attending the sessions were invited on issues relating to their area of the Churnet Valley. This included a presentation which covered the purpose and timetable for the Masterplan and how local residents could get involved.

Developing Options

1.5 In order to develop a strategy for the Churnet Valley the Council produced an Options Report in January 2012 which explored and tested a range of 5 options. These were:

- Minimal Change
- Dispersed Development
- Northern Focus
- Froghall Focus
- Southern Focus

1.6 A Sustainability Appraisal of the Options Report was also undertaken which considered the likely effects on social, environmental and economic factors. This assessed the emerging principles, the 5 Masterplan options and the cumulative effects of these options against the SA objectives.

1.7 The Council consulted on the Options Report and the Sustainability Appraisal in January 2012. Letters and emails were sent to notify Parish Councils, organisations and those on the LDF database of contacts. Other methods of consultation included press releases, press articles, local radio coverage and posters and flyers advertising a number of consultation events which were held during the consultation period.

1.8 The Churnet Valley Masterplan Options Report, the accompanying Sustainability Appraisal and a summary of responses can be viewed along with the other background studies on the Council's website at www.staffsmoorlands.gov.uk/churnetvalleymasterplan.

Selection of Draft Masterplan

1.9 Following consideration of the issues raised at the options stage further meetings have been held with various organisations and interest groups to refine the draft Churnet Valley Masterplan. Further detail can be found in Section D - Selection of Draft Masterplan.

Final Masterplan

1.10 There were over 270 representations to the Draft Masterplan public consultation. A number of modifications were made in response to the consultation. These are summarised in Section L.

Section B - Sustainability Appraisal Objectives



Sustainability Objectives

2.1 Staffordshire Moorlands District Council has identified the following seventeen objectives for its Sustainability Appraisal within the Sustainability Appraisal Scoping Report. These are based on key sustainability issues, taking into account characteristics of the area and findings of the baseline data. These remain unchanged for all the sustainability appraisals of development plan documents (DPDs) and supplementary planning documents (SPDs).

SA OBJECTIVES		
SOCIAL	SA 1	To improve the quality of where people work and live, and minimise risks and nuisances
	SA 2	To eliminate social exclusion by promoting, maintaining and improving facilities, services and opportunities for all and access to them
	SA 3	To minimise opportunities for crime and reduce the fear of crime
	SA 4	To ensure adequate quality and provision of a range of house types to meet local needs in appropriate locations, and maintain and improve the local housing stock and provision of affordable/social housing
	SA 5	To direct development to more sustainable locations and reduce the need to travel
	SA 6	To strengthen transport links between rural areas and towns, and improve conditions for walking, cycling and travel by public transport
ENVIRONMENT	SA 7	To identify, conserve and enhance biodiversity sites and to maximise opportunities for achieving Biodiversity Action Plan targets
	SA 8	To protect and enhance key habitats and species
	SA 9	To reduce contamination, regenerate degraded environments and maintain soil resources and quality
	SA 10	To promote efficient use of resources

	SA 11	To reduce energy consumption and waste production, and facilitate renewable energy
	SA 12	To reduce flood risk, protect and enhance water sources and environmental assets, and reduce contributions and vulnerability to climate change
	SA 13	To protect and enhance the character of the landscape and townscape, historic assets, and maintain and strengthen local distinctiveness and sense of place
	SA 14	To encourage further development of tourism and culture
ECONOMIC	SA 15	To safeguard the vitality and viability of the District's towns and villages, and create and sustain a vibrant rural economy
	SA 16	To strengthen, modernise and diversify the District economy, and promote sustainable economic growth
	SA 17	To encourage and support a high and stable level of employment and variety of jobs to meet local employment needs

Figure 2.1 Sustainability Objectives

Section C - Summary of Impact of Options on Sustainability



Assessment of Options

3.1 The Churnet Valley Masterplan Options Report introduced a range of options that could be used to develop a framework for the Churnet Valley to guide future development. These were:

- Minimal Change
- Dispersed Development
- Northern Focus
- Froghall Focus
- Southern Focus

3.2 An overview of each of the options is provided below. Within each option there are 'nine' specific projects and the detail and roles they would play can be found in the Churnet Valley Masterplan Options Report.

3.3 Under all five options there is a requirement for any development to be of a high quality design, demonstrate strong sustainable development principles and be sensitive to the heritage, landscape and biodiversity of the area. Complementary highway improvements of access routes and measures to support alternative means of access will be required to serve any development which generates significant demand for travel in line with emerging Core Strategy Policy SS7.

Minimal Change Approach

- Involves the least change of the five options being considered.
- Scope for tourist related development of a scale, nature and form that ensures the particular qualities or features of the landscape, heritage and environment are conserved and enhanced.
- Cornhill is to act as a gateway and hub.
- Leek and Cheadle would also act as gateways.
- Limited development at Consall Hall Gardens, Alton Towers and Moneystone Quarry.
- Development at Bolton Copperworks would be in line with the Heritage Landscape Option considered in the Bolton Copperworks masterplanning process.
- Potential to re-open the railway line to Leek to connect to the mainline at Stoke and opportunities for canal improvements.
- AONB designation appears compatible with this approach and could complement it.
- Compatible with the objectives of the CVLLP.
- Primarily focuses on the 'countryside' market. Visitors will mainly be visiting the area to undertake outdoor activities. The natural environment and scenery will be a key appeal. Visitors are likely to travel around and explore the area. The 'family fun' market will have a lesser role compared to other approaches.
- Landscape character to be used extensively to guide the forms of development that are appropriate within the area.

Dispersed Development Approach

- Allows for tourist related development throughout the Churnet Valley Masterplan boundary area including the peripheral areas.
- All parts of the area could experience change.
- Moderate development at Cornhill, Consall Hall Gardens, Moneystone Quarry and Alton Towers.

- Development at Bolton Copperworks is to be in line with the preferred option in the Bolton Copperworks Masterplanning process final report.
- Potential to re-open the railway to Leek to connect to the mainline at Stoke and from Oakamoor to Alton.
- Potential opportunity for canal improvements and restoration of the Uttoxeter Canal.
- Leek and Cheadle to act as gateways including potential provision of hotels.
- AONB designation may be compatible with this approach.
- Compatible with the objectives of the CVLLP.
- Likely to appeal to the 'countryside' and 'family fun' markets and there are opportunities to develop new markets through development at Moneystone Quarry.
- Significant opportunities to increase overnight stays throughout the area.

Northern Focus Approach

- Focuses development on the northern area of the Churnet Valley.
- Leek would play a major role as the principal gateway with development at Cornhill being a priority and focus.
- Development at Bolton Copperworks to be in line with the Bolton Copperworks Masterplanning process final option and Froghall would act as a central gateway to the Churnet Valley. Development at Bolton Copperworks must complement the role of Cornhill.
- Support for significant tourism development throughout the northern area including holiday accommodation and visitor attractions and more limited small scale development and sensitive expansion of existing sites in the central and southern area.
- Cheadle would act as a gateway to the southern area including potential provision of a hotel.
- Limited development at Consall Hall Gardens and Moneystone Quarry in order to focus development on the northern area and the major redevelopment opportunity sites of Cornhill and Bolton Copperworks, Froghall.
- Historically the northern area has seen less tourism development than the south and this approach offers an opportunity for the north to become a focus for future tourism development.
- Provides significant opportunities for future tourism development at Rudyard Lake and Tittesworth Reservoir and potentially Cheddleton if it is included within the northern area.
- Could enable links to the Peak District National Park to be enhanced and may help to capture the Peak District market.
- Provides an opportunity to ease pressure on the Peak District National Park.
- Likely to appeal primarily to the 'countryside' market but also 'actives' and 'discoverers'. It will also appeal to the 'family fun' market.
- Potential to re-open the railway to Leek to connect to the mainline at Stoke. Limited potential to re-open the line from Oakamoor to Alton.

Froghall Focus Approach

- This approach sees an enhanced role for Froghall as the principal gateway to the Churnet Valley due to its location on the A52.
- Focuses on Froghall as the primary hub from which to explore the valley by sustainable modes of transport.
- Under this approach there is more focus on tourism and heritage development at Bolton Copperworks.

- Development is to be in line with the Destination Tourism Option considered in the Bolton Copperworks masterplanning process.
- Requirement for development elsewhere to complement the role of Froghall.
- Moderate opportunities for Cornhill to act as a gateway and hub and development must complement the role of Froghall.
- Moderate tourism/ visitor development at Moneystone Quarry to complement the role of Froghall.
- Limited development at Consall Hall Gardens and Alton Towers.
- Leek is to act as a northern gateway and Cheadle to act as a southern gateway.
- More limited scale of development and sensitive expansion of existing sites in the rest of the Churnet Valley other than at the specific projects.
- Potential to re-open the railway line to Leek to connect to the mainline at Stoke and from Oakamoor to Alton.
- AONB designation may be compatible.
- Compatible with CVLLP objectives.
- Likely to appeal to a number of existing markets including 'countrysiders', 'actives', 'discoverers' and 'family fun' markets.

Southern Focus

- Focuses development on the southern part of the Churnet Valley.
- Support for significant tourism development throughout the southern area.
- Limited small scale development and sensitive expansion of existing sites in the rest of the Churnet Valley other than the specific projects.
- Cheadle would play a major role as a gateway and hub including provision of a hotel.
- Moneystone Quarry would play a major role as a visitor attraction and holiday accommodation provider.
- Bolton Copperworks, Froghall is to act as the central gateway with development to be in line with the final report of the Bolton Copperworks Masterplanning process and there is a requirement for development at this site to complement the role of Moneystone Quarry.
- Moderate opportunities for Cornhill and Alton Towers.
- Leek is to act as the northern gateway. There is limited development at Consall Hall Gardens.
- Potential to re-open the railway line to Leek to connect to the mainline at Stoke and from Oakamoor to Alton
- Opportunities for canal improvements and restoration of the Uttoxeter Canal.
- AONB designation may not be compatible with this approach.
- Compatible with CVLLP objectives.
- Likely to appeal to a number of existing markets including 'countrysiders', 'actives', 'discoverers', and 'family fun' and there are opportunities to develop new markets through development at Moneystone Quarry.
- Significant opportunities to increase overnight stays in the southern area.

Summary of Impacts of Options on Sustainability

3.4 The section below includes a summary of the impact of the option on sustainability and the significant negative impacts and/or requirements for further clarification.

Minimal Change Approach

3.5 Additional visitors will mean increased travel however encouragement of sustainable modes of transport should help to mitigate this along with the Core Strategy policies. Additional visitors could increase the number of cars. There will be production of waste through demolition and energy consumption through new development. However the Core Strategy requires that all new development is constructed to the highest viably possible energy efficiency/ renewable energy levels. The protection and enhancement of key habitats depends on implementation. There are limited opportunities to safeguard vitality and viability of the villages and other rural areas beyond the specific projects with this approach. Opportunities to reduce flood risk, protect and enhance water sources and environmental assets and reduce contributions and vulnerability to climate change are dependent on how the option is implemented and in particular how development at Froghall is implemented as this is an area with flood risk issues. Potential loss of greenway through the potential re-opening of the railway between Leekbrook and Leek (terminus at Cornhill) however this is to be mitigated through a requirement that any proposal requires the greenway to either be safeguarded alongside a re-opened railway or re-provided in another way. There are negative impacts of loss of jobs at Moneystone Quarry with only limited opportunities for job creation. There are limited opportunities for job creation other than the specific projects. Minimising opportunities for crime and reducing the fear of crime is dependent on how the option would be implemented.

3.6 There are positive impacts for the environment with this option as development would not impact upon designated sites. There are positive impacts for the economy of tourism development and potential opportunities for business start-ups and move on space and job creation through specific projects but limited opportunities for other areas. There are positive social impacts associated with the specific projects including job creation through a number of projects however limited opportunities for job creation elsewhere with this option. Improvements to accessibility and connectivity particularly through promotion of sustainable modes of transport including the potential re-opening of the railway line to Leek and connecting to the mainline at Stoke.

Dispersed Development Approach

3.7 Additional visitors will mean increased travel however encouragement of sustainable modes of transport should help to mitigate this along with the Core Strategy policies. Additional visitors could increase the number of cars and visitors would be dispersed throughout the area under this approach. There will be production of waste through demolition and energy consumption through new development. However the Core Strategy requires that all new development is constructed to the highest viably possible energy efficiency/ renewable energy levels. The protection and enhancement of key habitats depends on implementation. Opportunities to reduce flood risk, protect and enhance water sources and environmental assets and reduce contributions and vulnerability to climate change are dependent on how the option is implemented and in particular how development at Froghall is implemented as this is an area with flood risk issues. Potential loss of greenways through re-opening of the railway line however this is to be mitigated for through requirement that any proposal requires the greenways to either be safeguarded alongside a re-opened railway or re-provided in another way. There are potential negative impacts for biodiversity in some areas with this option which would need to be mitigated. Negative impact on local distinctiveness, change of character and sense of place through development for example

130 dwellings at Froghall. Negative impact of development on landscape character and townscapes. Minimising opportunities for crime and reducing the fear of crime is dependent on how the option would be implemented.

3.8 Positive impacts for the economy of tourism development and potential opportunities for business start-ups and move on space and job creation through specific projects and through rest of the area with this option. There are positive social impacts with this option including job creation and significant housing provision at Froghall. Improvements to accessibility and connectivity particular through promotion of sustainable modes of transport including the potential re-opening of the railway line.

Northern Focus Approach

3.9 Additional visitors will mean increased travel however encouragement of sustainable modes of transport should help to mitigate this along with the Core Strategy policies. Additional visitors could increase number of cars. There will be production of waste through demolition and energy consumption through new development. However the Core Strategy requires that all new development is constructed to the highest viably possible energy efficiency/ renewable energy levels. The protection and enhancement of key habitats depends on implementation. Opportunities to reduce flood risk, protect and enhance water sources and environmental assets and reduce contributions and vulnerability to climate change are dependent on how the option is implemented and in particular how development at Froghall is implemented as this is an area with flood risk issues. Potential loss of greenways through potential re-opening of the railway line however this is to be mitigated for through requirement that any proposal requires the greenways to either be safeguarded alongside a re-opened railway or re-provided in another way however only limited potential to re-open the railway line between Oakamoor and Alton under this approach. There are potential negative impacts for biodiversity in some areas with this option which would need to be mitigated. There are negative impacts for the south in terms of the economy due to limited opportunities for tourism development, job creation and business start-ups and move on space. There are negative impacts of loss of jobs at Moneystone Quarry with only limited opportunities for job creation. Negative impacts on local distinctiveness, change of character and sense of place through development for example 130 dwellings at Froghall. Negative impact of development on landscape character and townscapes. Minimising opportunities for crime and reducing the fear of crime is dependent on how the option would be implemented.

3.10 There are positive impacts for the north in terms of the economy of tourism development and potential opportunities for business start-ups and move on space and job creation through specific projects and generally for the north. Positive impacts for Leek in terms of town centre vitality and viability. There are positive social impacts associated with this option which include job creation and significant housing provision at Froghall. Improvements to accessibility and connectivity particular through promotion of sustainable modes of transport including the potential re-opening of the railway line however only limited potential to re-open the line from Oakamoor to Alton.

Froghall Focus Approach

3.11 Additional visitors will mean increased travel however encouragement of sustainable modes of transport should help to mitigate this along with the Core Strategy policies. Additional visitors could increase the number of cars. However it is focusing development on the central part of the Churnet Valley and is linked to encouraging more sustainable modes of transport with Froghall acting as the principal hub and gateway to the Churnet

Valley. There will be production of waste through demolition and energy consumption through new development. However the Core Strategy requires that all new development is constructed to the highest viably possible energy efficiency/ renewable energy levels. The protection and enhancement of key habitats depends on how the option is implemented. Opportunities to reduce flood risk, protect and enhance water sources and environmental assets and reduce contributions and vulnerability to climate change are dependent on how the option is implemented and in particular how development at Froghall is implemented as this is an area with flood risk issues. Potential loss of greenways through potential re-opening of the railway line however this is to be mitigated for through requirement that any proposal requires the greenways to either be safeguarded alongside a re-opened railway or re-provided in another way. There are potential negative impacts for biodiversity in some areas with this option which would need to be mitigated. There are negative impacts for local enterprises in the rest of the Churnet Valley of limited opportunities for expansion of existing businesses and for new businesses to set up. Negative impact on local distinctiveness, change of character and sense of place through development for example development at Froghall. Negative impact of development on landscape character and townscapes. Minimising opportunities for crime and reducing the fear of crime is dependent on how the option would be implemented.

3.12 There are positive impacts for the economy of tourism development and potential opportunities for business start-ups and move on space and job creation in the central area and through specific projects but limited opportunities beyond the central area. There are positive social impacts associated with this option including job creation and significant housing provision at Froghall (30 dwellings of which 33% affordable). Improvements to accessibility and connectivity particular through promotion of sustainable modes of transport including the re-opening of the railway line.

Southern Focus

3.13 Additional visitors mean increased travel however this option encourages sustainable modes of transport and focuses development on the southern area. Additional visitors could increase the number of cars. There will be production of waste through demolition and energy consumption through new development. However the Core Strategy requires that all new development is constructed to the highest viably possible energy efficiency/ renewable energy levels. The protection and enhancement of key habitats depends on implementation. Opportunities to reduce flood risk, protect and enhance water sources and environmental assets and reduce contributions and vulnerability to climate change are dependent on how the option is implemented and in particular how development at Froghall is implemented as this is an area with flood risk issues. Potential loss of greenways through potential re-opening of the railway line however this is to be mitigated for through requirement that any proposal requires the greenways to either be safeguarded alongside a re-opened railway or re-provided in another way. There are potential negative impacts for biodiversity in some areas with this option which would need to be mitigated. There are potential negative impacts for the north in terms of the economy due to limited opportunities for tourism development, job creation and business start-ups and move on space beyond the specific projects. Negative impacts on local distinctiveness, change of character and sense of place through development for example 130 dwellings at Froghall. Negative impact of development on landscape character and townscapes. Minimising opportunities for crime and reducing the fear of crime is dependent on how the option would be implemented.

3.14 There are positive impacts for the economy of tourism development and potential opportunities for business start-ups and move on space and job creation through specific projects and generally for the south. Positive impacts for Cheadle in terms of town centre vitality and viability. There are positive social impacts associated with this option including job creation and significant housing provision at Froghall. Improvements to accessibility and connectivity particular through promotion of sustainable modes of transport including the re-opening of the railway line.

Section D - Selection of Draft Masterplan



Selection of Draft Masterplan - 'Balanced Development' Approach

4.1 The Sustainability Appraisal of the Churnet Valley Masterplan Options Report, the consultation responses received at the options stage and the Economic Impact Assessment of Options have all played an important role in informing the Draft Churnet Valley Masterplan.

4.2 The Sustainability Appraisal of the Churnet Valley Masterplan Options Report indicated that in the long term, the Dispersed Development option scored well, in terms of social and economic impacts however its significant shortfall was in terms of the environmental impact and in particular impact on the need to travel and potential to increase the use of the private car as travel would be dispersed throughout the area. The Southern approach option scored well in terms of economic impact for the south, but not for the north, and was assessed as having the potential to have negative environmental impacts in the south. The Northern Focus option scored well in terms of economic impact in the north but not for the other parts of the Churnet Valley. It scored quite well in environmental terms as it protects the most sensitive southern parts of the valley. The Minimal Change approach scored well in terms of environmental impact but was more mixed in terms of economic impacts due to the limited nature of development.

4.3 There were 227 responses to the consultation on the Churnet Valley Masterplan Options Report contributing 3695 individual comments. These comments covered a complex and wide-ranging number of issues and have been used to inform the production of the Draft Churnet Valley Masterplan. A summary of comments can be viewed on the Council's website www.staffs Moorlands.gov.uk/churnetvalleymasterplan and the Summary of Main Issues from Options Consultation and the full comments are on the Council's LDF consultation portal <http://staffs Moorlands-consult.objective.co.uk/portal>.

4.4 The Churnet Valley Masterplan Economic Activity Monitor indicates that the Minimal Change option would add 4.27% to the economic value of tourism activity in the Staffordshire Moorlands. The Dispersed Development option would add 12.59%, the Northern Focus option would add 5.38%, the Froghall Focus option would add 7.38% and the Southern Focus option add 23.11%. In terms of employment impact the Southern Focus option had by far the greatest impact followed by Dispersed Development, the Froghall Focus, then Northern Focus with the Minimal Change approach contributing the least employment potential.

4.5 It is felt that a 'Balanced Approach' which focuses development on key locations and sees minimal development elsewhere, recognising the sensitivity and unique qualities of each of the character areas is the most appropriate approach in terms of a balance between sustainability and economic impact. It also best reflects comments made to the consultation on options about the unique character of areas of the Churnet Valley and the need for a sensitive approach that sees the protection and enhancement of the natural beauty of the Churnet valley as a key overriding requirement. The 'Balanced Approach' would add 12.3% to the economic value of tourism activity in the Staffordshire Moorlands.

Section E - Summary of Components of the Draft Masterplan



Principles

5.1 The overarching principle is one of sustaining and enhancing the natural, built and historic environmental quality of the area, its settlements and its hinterland through managed change which provides for rural regeneration largely based on sustainable tourism.

5.2 The other principles are as follows:

1. Ensure that communities are at the heart of the future Churnet Valley:

- by delivering the vision and strategy for the Churnet Valley in partnership with local community groups;
- by ensuring that future development brings benefits and a sustainable future for local communities through provision of employment, new or improved services and facilities, improved accessibility and connectivity, and housing to meet local needs.

2. Respect, enhance and protect the positive aspects of the Churnet Valley:

- by sustaining and enhancing the existing qualities and assets of the Churnet Valley which make the area unique;
- by ensuring that future development responds to and is sympathetic with the environmental, ecological and landscape limits and makes appropriate provision for the management of land and features for nature conservation and heritage and the enjoyment of areas of wildlife and geological interest;
- by recognising the contribution of industrial historic buildings and structures and areas of special archaeological interest;
- by seeking the highest levels of environmental and sustainable technologies and the highest standard of design for future developments;
- by seeking to ensure an integrated approach to environmental management so that wherever possible benefits are identified and delivered for the natural, historic and built environment;
- by integration with the Churnet Valley Living Landscape Project and recognising the positive impact this project can have for the future of the Churnet Valley;
- through viable land management that connects to habitats and creates a living landscape;
- by supporting opportunities to create, manage and promote further biodiversity;
- by celebrating and encouraging increased awareness and understanding of the area's heritage assets;
- by securing the complementary redevelopment of major brownfield sites and reuse of existing buildings;
- by strengthening the Churnet Valley as a brand and identity for both visitors and locals;
- by ensuring the nature and scale of development is appropriate to its locality - this may mean limited or no development is appropriate for parts of the Valley.

3. Support local enterprise and create local employment opportunities:

- by securing sustainable economic growth which responds to local needs and circumstances, helps to tackle regeneration priorities, supports local businesses, and creates local jobs;
- by recognising and promoting the need for small modern business units and facilities for business start-up including live/ work units;

- enabling employment opportunities beyond tourism and offering help and support for all local businesses in the Churnet Valley;
- by encouraging sustainable trading i.e. local markets for local producers to reduce carbon footprint;
- by retaining and building on traditional skills present in the Churnet Valley which the Churnet Valley Living Landscape Partnership is seeking to achieve.

4. **Improve accessibility and connectivity:**

- by recognising and promoting gateways to the Churnet Valley including the towns of Cheadle and Leek;
- through promoting sustainable modes of transport (bus/ rail/ canal/ foot/ cycling/ horse riding) and ensuring that there are transport hubs;
- by establishing green networks for movement throughout the Churnet Valley;
- by maintaining and improving roads and signposting;
- by addressing the need for strategically located car parking particularly to act as hubs to then use sustainable modes (foot/ cycling/ bus/ rail/ canal/ horse riding) to explore the Valley;
- by addressing traffic hotspots;
- through measures which benefit local communities as well as visitors.

5. **Deliver quality and sustainable tourism:**

- by facilitating the development of the Churnet Valley as a visitor destination whilst respecting the environment;
- by promoting increased tourism and economic prosperity without causing harm to essential qualities of landscape, ecology, heritage and remoteness that the Churnet Valley is recognised for;
- by enhancing visitor facilities and unlocking the potential of underutilised assets;
- by attracting and retaining visitors and their expenditure overnight and longer, by promoting a year round visitor offer and dispersing visitors to increase benefit to the local economy;
- by focusing on quality rather than quantity;
- by giving preference to incremental improvements which support existing businesses;
- by marketing and branding the Churnet Valley.

Draft Aims of the Spatial Strategy

5.3 The overall aim of the strategy is to increase the economic contribution from sustainable tourism and regenerate key brownfield sites in the area in a manner which is sensitive to and enhances the heritage, landscape and ecology of the Churnet Valley. Emphasis will be on increasing overnight stays with visitors staying for longer and throughout the year. A range of high quality accommodation will be provided at key sites in the Churnet Valley such as Bolton Copperworks, Alton Towers Resort, Leek and Cheadle, Moneystone Quarry and on a much smaller scale at Consall Hall Gardens. There will be support for development that provides opportunities for visitors to access, understand and engage with the Churnet Valley's landscape, heritage and nature conservation assets and these opportunities will be well promoted. Access to these activities will be improved through the use of gateways and hubs and there will be promotion of sustainable modes of travel. There will also be support and encouragement for existing businesses and they will be encouraged to 'go green' through the promotion of Staffordshire Environmental Quality Mark. Regeneration schemes will be

promoted for key brownfield sites to enhance their role and value in the Churnet Valley. Communities in the area will benefit from improved accessibility and enhancement of the natural environment as well as new employment opportunities.

Key Requirements of the Strategy

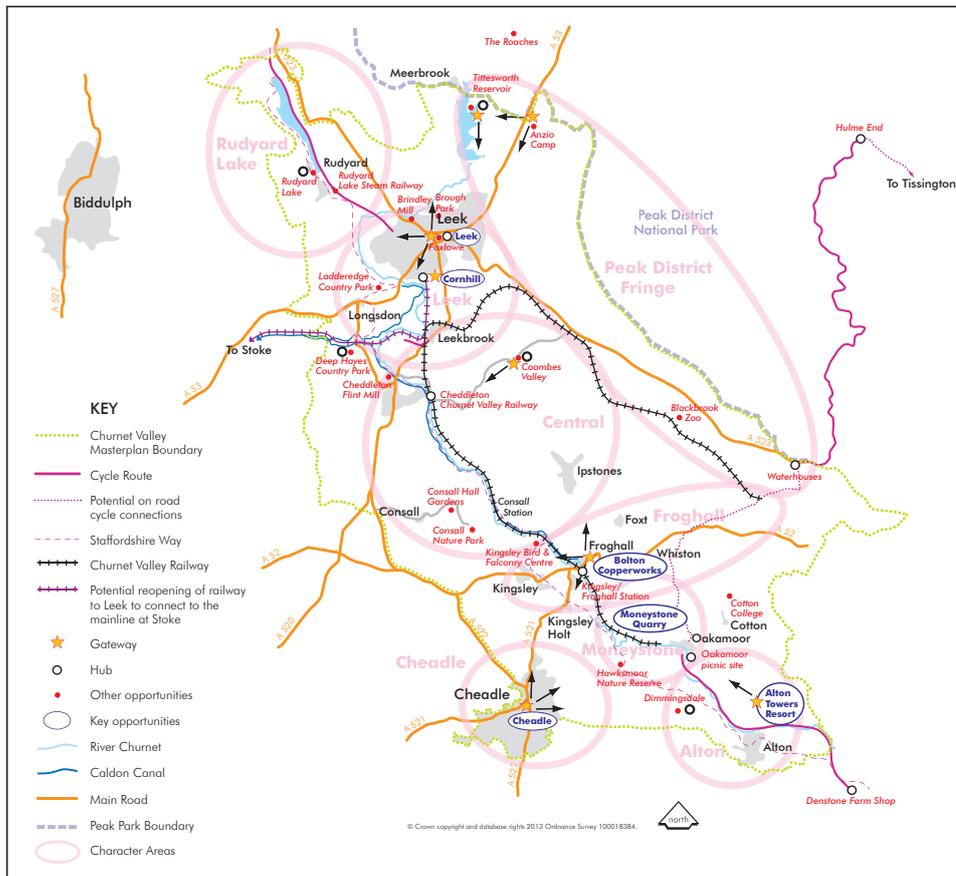
5.4 Development is to be focused in key locations which can best accommodate change and bring maximum social, economic and environmental benefits. Only minimal change is to be allowed in other parts to protect sensitive areas. Areas are to be identified for different visitor destinations supported by measures and routes to improve connectivity and promote greater use of public transport and non-motorised travel. The approach is to be based on green, low/no carbon development creating a green tourism destination with careful control to prevent impacts on landscape, ecology and heritage. Development must be of a high quality but also viable with a particular focus on development which can deliver improvements. There will be strong measures to enhance landscape and enhance the area's biodiversity and a strong emphasis on supporting heritage. Green infrastructure measures must also be incorporated linking open countryside, country parks and wildlife areas.

5.5 This approach allows for different scales of development in specific areas which will bring economic benefits across the wider area. Major projects are targeted to key areas in the north, south and central parts with small scale projects in between to improve legibility and access. This approach facilitates a broader destination appeal to a variety of potential visitors and avoids concentration of too much development in specific areas. There is potential for economic development without compromising overall environmental quality. It maintains investment across the area to bring social, economic and environmental benefits and allows for improved connectivity with the Peak District National Park and Potteries. It also allows for existing businesses to be supported. There are opportunities for a range of 'gateways' into the area including Leek, Cheadle, Cornhill, Coombes Valley, Froghall and Alton Towers Resort. The Anzio Camp has the potential to act as a gateway from the Peak District National Park in the future. This approach enables best use to be made of available development opportunities and also addresses key locations which are presently harmful to the landscape and character of the Churnet Valley.

Key Elements of the Study

Character Areas - Eight local character areas have been identified and are included on the map below.

1. Rudyard Lake (Rudyard)
2. Peak District Fringe (Meerbrook, Tittesworth with visitor centre, Anzio Camp, Blackbrook, Waterhouses)
3. Leek
4. Central (Cheddleton, Consall, Ipstones)
5. Froghall (Kingsley, Froghall, Whiston)
6. Moneystone (Kingsley Holt, Oakamoor)
7. Alton (Alton, Alton Towers Resort)
8. Cheadle



Picture 5.1 Churnet Valley Masterplan Map and Character Areas

5.6 The Masterplan also refers to the following:

Gateways - provide places of entry, from which to then travel through the valley by more sustainable modes where possible.

Hubs – gateway visitor hubs which are existing centres of interest, with visitor facilities, from which visitors can explore the wider area.

Transport Corridors and Links – A comprehensive network of road and off-road routes for all users is to be promoted with links to existing routes and trails. Also potential for other links and improvements.

Green Infrastructure – Network of green spaces and natural element that intersperse and connect the Churnet Valley.

Opportunity Sites – The key opportunity sites are attractions or sites which have or could play a key role in delivering the strategy. These are Cornhill, Froghall (Bolton Copperworks), Moneystone Quarry and Alton Towers Resort and are each subject to a detailed concept statement.

Area of Outstanding Natural Beauty – The Council will support designation provided it will complement and not undermine achievement of the vision and spatial strategy of the Masterplan. The primary objective is the delivery of the strategy and designation of the Churnet Valley as an AONB should support this. At the Cabinet meeting on the 23 July

2013, the Cabinet took a decision to support potential Area of Outstanding Natural Beauty (AONB) designation for the Churnet Valley and that the text in the Draft Masterplan be amended to read "The Council will support AONB designation recognising the positive contribution this can make to the area. The Council will work with Natural England and local partners to identify the most appropriate way forward to recognises the importance and value of the area at a national level." The Draft Masterplan text was amended accordingly prior to statutory public consultation.

5.7 Full details are available in the Draft Churnet Valley Masterplan available on the Council's website at www.staffsmoorlands.gov.uk/churnetvalleymasterplan.

Section F - Assessment of Draft Masterplan Spatial Strategy against
Sustainability Appraisal Objectives



Assessment of Spatial Strategy

6.1 An assessment of the impact of the Churnet Valley Masterplan draft spatial strategy on the seventeen sustainability objectives can be seen below.

Scoring

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact 0 = Neutral (no significant positive or negative effects) (I/) = Impact dependent on Implementation ? = Impact Unknown

SA Objective	Spatial Strategy	
SOCIAL	1	++ Enhancement of the natural environment, improved accessibility and new employment opportunities. - Potential disturbance associated with potential increase in visitors such as litter, more cars etc.
	2	+ Improved accessibility for local communities. New employment opportunities
	3	0
	4	0 Depends on whether development includes housing
	5	+ / - Focuses development on the towns of Leek and Cheadle but other major opportunities are in rural locations such as Bolton Copperworks, Moneystone Quarry and Alton Towers.
	6	++ Use of gateways and hubs to reduce travel by car. Increasing overnights stays and encouragement of visitors to use sustainable modes of transport. Improved connectivity with Peak Park & Potteries.
ENVIRONMENT	7	+ Spatial Strategy encourages green infrastructure and sensitive development. I/- Depends on how implemented. There are designated sites in and in close proximity to opportunity sites so therefore potential to have negative impacts.
	8	I Presence of species currently unknown.
	9	++ Regenerate key brownfield sites.
	10	+ Encourages green and low carbon technology. Creating a green tourism destination. Generally development focussed in key locations which can best accommodate change. I Depends on how individual projects are implemented. - New development uses resources
	11	+ Encourages green and low carbon technology. I Depends on how individual projects are implemented. - New development uses resources

	12	I depends on how it is implemented. No specific reference to reducing flood risk and protecting and enhancing water sources and environmental assets.
	13	++ Strong emphasis on supporting heritage and strong measures to enhance landscape.
	14	++ Increase in overnight stays and visitors will stay for longer and throughout the year. Encourage green tourism.
ECONOMIC	15	++
	16	++ Support for existing smaller businesses as well as opportunities for appropriate new investment.
	17	++

Figure 6.1 Assessment of Draft Masterplan Spatial Strategy against Sustainability Appraisal Objectives

6.2 The spatial strategy scores well against a number of social objectives such as minimising risks and nuisances, providing local employment opportunities and strengthening links between the rural areas and the towns. However there could be negative impacts associated with an increased number of visitors and due the location of some of the opportunity sites in rural locations. The spatial strategy does not mention housing. Although the Masterplan is largely based on tourism it may include an element of housing within some opportunity sites.

6.3 The spatial strategy scores very well in terms of regenerating key brownfield sites and increasing overnight stays throughout the year. There is also a very strong emphasis on supporting the heritage of the Churnet Valley and enhancing the landscape. There are a number of sensitive areas and the impact of the strategy will depend on how development is implemented. These are in relation to biodiversity sites, key habitats and species and water resources although the 'development principles' within the Masterplan offer clear guidance for the opportunity sites. New development will require resources, consume energy and produce waste and will therefore have a negative impact.

6.4 The spatial strategy scores very well against the economic objectives as it seeks to safeguard the vitality and viability of the towns and villages, strengthen and diversify the District's economy and support a high and stable level of employment.

Section G - Assessment of Draft Masterplan Principles



Assessment of Principles

7.1 An assessment of the draft Masterplan principles against the SA objectives is included below.

Key to Table

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact 0 = Neutral (no significant positive or negative effects) (I/) = Impact dependent on Implementation ? = Impact Unknown

MASTERPLAN PRINCIPLES						
SA Objectives	Overarching principle	1. Ensure that communities are at the heart of the future Churnet Valley	2. Support local enterprise and create local employment opportunities	3. Improve accessibility and connectivity	4. Respect, enhance and protect the positive aspects of the Churnet Valley	5. Deliver quality and sustainable tourism
SOCIAL	1	<p>+ Sustaining and enhancing the natural, built and historic environmental quality of the area.</p> <p>- Could result in disturbance for those who live and work in the area in terms of traffic impact/ impact on quality of the environment</p>	<p>+ Increased employment opportunities will benefit people who live and work in the area</p>	<p>+ Improved access and connectivity will benefit people who live and work in the area</p>	<p>+ Enhancing and protecting the positive aspects of the Churnet Valley therefore improving the quality of the area</p>	<p>+ Unlocking the potential of underutilised assets. Focusing on quality rather than quantity</p> <p>- Could result in disturbance for those who live and work in the area in terms of traffic impact/ impact on quality of the environment</p>
	2	<p>+ Rural regeneration through sustainable</p>	<p>+ </p>	<p>+ </p>	<p>+ Enhancing and protecting the positive aspects of</p>	<p>+ Enhanced visitor facilities will also benefit local communities</p>

	tourism					the Churnet Valley but depends how it is implemented.	
3	0	0	0	0	0	0	0
4	0/+ Limited amount of new housing	+	0	0	0	0	0
5	I Depends on where development is located but states 'sustainable' tourism	+	+	+	+	+	I
		Improved accessibility and connectivity and ensuring a sustainable future for communities in the Churnet Valley	Sustainable trading, local markets for local producers will reduce carbon footprint	Reducing the need to travel by car	Positive impact on the environment of reducing the need to travel/ improved opportunities to travel by sustainable modes of transport	Impact dependent on approach taken to dispersal of visitors and approach to location of new development	
6	0	- Increased travel as a result of development + Ensuring a sustainable future for communities	I Depends on where employment development is located + Strengthening links to local employment and encouraging sustainable trading	+	+	+	+

11	<p>- If demolition required this will produce waste. Energy consumption through new development/ operation. Increase visitors could increase number of cars</p>	<p>- New development will use energy</p>	<p>+ Encourages sustainable trading & therefore reducing carbon footprint. More energy efficient buildings. If demolition required this will produce waste. Energy consumption through new development/ operation</p>	<p>+ Through promoting sustainable modes of transport - Increasing car parking, improving roads etc is not going to reduce road travel</p>	<p>- If demolition required this will produce waste. Energy consumption through new development/ operation</p>	<p>- Additional visitors could increase the number of cars</p>
12	<p>I Dependent on where sites for development are and how development is implemented</p>	<p>I Dependent on where sites for future development are and how development is implemented</p>	<p>I Dependent on where sites for future development are and how development is implemented</p>	<p>0</p>	<p>+ Ensures development responds to environment</p>	<p>0 No impact on flood risk</p>
13	<p>+ Sustaining and enhancing the natural, built and historic, environmental quality of the area.</p>	<p>+ Ensuring communities are at the heart of the future of the Churnet Valley – recognising local distinctiveness and sense of</p>	<p>I Dependent on sites for future development and design of new development</p>	<p>I Dependent on how road improvements/ car parking etc is designed and where it is located</p>	<p>+ Protecting historic sites/ landscaping</p>	<p>I Dependent on how implemented – focusing on quality rather than quantity. Preference being for incremental improvements.</p>

7.2 The negative impacts and / or requirements for further clarification, of each of the principles are indicated below.

Overarching Principle

7.3 Whether development is directed to more sustainable locations and reduces the need to travel and whether depends on where development takes place. The impact of development on the conservation and enhancement of biodiversity sites depends on where development is located. Further investigation will be required in relation to the protection of key habitats and species as it is not necessarily known where the key habitats and species are. Efficient use of resources such as re-using existing buildings and using previously developed land will depend on where new development takes place. Similarly, opportunities to reduce flood risk, protect and enhance water sources and environmental assets, and reduce contributions and vulnerability to climate change will be dependent on specific sites for development and other initiatives. New development will use energy however mitigation is provided by the emerging Core Strategy policies on sustainable use of resources and renewable and low carbon energy.

Emerging Principle 1

7.4 There will be increased travel as a result of development however mitigation is provided through the promotion of sustainable modes of transport and use of hubs to then move around the valley by sustainable modes of transport. Also, provision of employment and new or improved services and facilities may reduce the number and/ or distance that local communities need to travel to work and/ or to access services and facilities. New development will use energy however mitigation is provided by the emerging Core Strategy policies on sustainable use of resources and renewable and low carbon energy.

Emerging Principle 2

7.5 Whether development is directed to more sustainable locations and reduces the need to travel depends on where employment development is located. The impact of development on the conservation and enhancement of biodiversity sites depends on where development is located. Further investigation will be required in relation to the protection of key habitats and species as it is not necessarily known where the key habitats and species are. Opportunities to reduce contamination, regenerate degraded environments and maintain soil resources and quality will be dependent on the specific sites for development and other initiatives. Similarly, opportunities to reduce flood risk, protect and enhance water sources and environmental assets, and reduce contributions and vulnerability to climate change will be dependent on specific sites for development and other initiatives. The efficient use of resources and reduces energy consumption and waste production, and facilitates renewable energy is dependent on where sites for future development are and how development is implemented. If demolition is required this will produce waste. There will be energy consumption through new development/ operations however new development should be more energy efficient.

Emerging Principle 3

7.6 Whether development (car parking etc) conserves and enhances biodiversity sites and maximise opportunities for achieving Biodiversity Action Plan targets depends on where development is located and how measures are implemented. Further investigation is required in relation to protection of key habitats and species as it is not necessarily known where the sites are.

Emerging Principle 4

7.7 Enhancing and protecting the positive aspects of the Churnet Valley could help to address social exclusion but some of the potential impacts are dependent on how development is implemented. If future development involves demolition this will produce waste and there will be energy consumption through new development/ operations however new development should be more energy efficient. Whether development protects and enhances the character of the landscape and townscape, historic assets, and maintains and strengthens local distinctiveness and sense of place is dependent on how road improvements/ car parking etc is designed and where it is located. Whether redevelopment of major brownfield sites strengthens, modernises and diversifies the District economy, and promotes sustainable economic growth is dependent on how development is implemented. Also, whether redevelopment of major brownfield sites encourages and supports employment and meets local employment needs is dependent on implementation.

Emerging Principle 5

7.8 Development could result in disturbance in terms of traffic impact and impact on the quality of the environment however policies in the Core Strategy require complementary highway improvements of access roads and measures to support other alternative means of access to serve any developments which generate significant demand for travel. Whether development is directed to more sustainable locations and reduces the need to travel is dependent on the approach taken to locating new development and dispersal of visitors. The impact of tourism development on biodiversity sites will be dependent on how development is implemented. More visitors could result in more litter etc which could negatively impact on biodiversity sites but this is somewhat uncertain. Further investigation will be required in relation to the protection of key habitats and species. Impact on these depends on where development is located. Unlocking the potential of under utilised sites may regenerate degraded environments and reduce contamination depending on the condition they are in however they may not necessarily be degraded and therefore impact is dependent on the sites for development. Additional visitors could increase the number of cars and therefore would increase energy consumption and produce waste. The impact on the heritage and landscape of the area is dependent on how implemented however focus is on quality and the preference is for incremental improvements. Encouragement of overnight stays could reduce vehicle movements. Additional visitor numbers could increase the number of cars but this could be offset by promotion of sustainable modes of transport and ensuring that there are transport hubs.

Section H - Assessment of Draft Masterplan Principles against Core
Strategy Objectives

Assessment of Principles against Core Strategy Objectives

8.1 The following section assesses the draft Masterplan emerging principles against the Core Strategy Objectives.

Core Strategy Objectives

SO1. To make provision for the overall land-use requirements for the District, consistent with national and regional policy, local evidence, the role of Staffordshire Moorlands within North Staffordshire and the role of each settlement.

SO2. To create a District where development minimises its impact on the environment, helps to mitigate and adapt to the adverse effects of climate change and makes efficient use of resources.

SO3. To develop and diversify in a sustainable manner the District's economy and meet local employment needs in the towns and villages.

SO4. To provide new housing that is affordable, desirable, well-designed and meets the needs of residents of the Moorlands.

SO5. To ensure the long-term vitality and viability of the three market towns of Leek, Biddulph and Cheadle.

SO6. To maintain and promote sustainable regenerated rural areas and communities with access to employment opportunities, housing and services for all.

SO7. To support and enhance the tourism, cultural, recreation and leisure opportunities for the District's residents and visitors.

SO8. To promote local distinctiveness by means of good design and the conservation, protection and enhancement of historic, environmental and cultural assets throughout the District.

SO9. To protect and improve the character and distinctiveness of the countryside and its landscape, biodiversity and geological resources.

SO10. To deliver sustainable, inclusive, healthy and safe communities.

SO11. To reduce the need to travel or make it safer and easier to travel by more sustainable forms of transport

Key to Table

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact 0 = Neutral (no significant positive or negative effects) (I/) = Impact dependent on Implementation ? = Impact Unknown

Final Churnet Valley Masterplan Sustainability Appraisal

CHURNET VALLEY MASTERPLAN EMERGING PRINCIPLES							
	Overarching principle	1. Ensure that communities are at the heart of the future Churnet Valley	2. Support local enterprise and create local employment opportunities	3. Improve accessibility and connectivity	4. Respect, enhance and protect the positive aspects of the Churnet Valley	5. Deliver quality and sustainable tourism	
CORE STRATEGY SPATIAL OBJECTIVES	SO1	+	+	+	0	0	
		Core Strategy identifies the role of each settlement. Sites will be allocated in the Site Allocations DPD.	Core Strategy identifies the role of villages and requirements for provision of housing and employment development in the rural area	Core Strategy identifies requirements for provision of employment development in the rural area			
	SO2	+	0	+	+	+	
		Is about sustaining and enhancing the natural environmental quality of the area		Encourages sustainable trading to reduce carbon footprint	Promoting sustainable modes of transport in the Churnet Valley	Seeks the highest levels of environmental and sustainable technologies for future development	Encouraging more overnight stays - Additional visitors could increase the number of cars
	SO3	+	+	+	0	0	
		Diversifying the economy through sustainable tourism	Ensuring future development provides employment that benefits local communities				Increased employment opportunities through promoting a year round visitor economy, encouraging more overnight stays and dispersal of visitors
	SO4	0/+	+	0	0	+	0
	Small amount of residential	seeks the provision of affordable housing to benefit local communities			Requires shared expectations for development. Core Strategy seeks to provide housing that meets the needs of residents		
SO5	+	0	+	+	+	+	
	Regenerating the towns through sustainable tourism		Supports local enterprise and creation of local employment opportunities helping to ensure the long-term vitality and viability of the towns. No impact for Biddulph	Promotes the towns of Leek and Cheadle as gateways to the Churnet Valley helping ensure the long-term vitality and viability of the towns. No impact for Biddulph	Securing the complementary redevelopment of major brownfield sites including Cornhill which will help to ensure the vitality and viability of Leek	Tourism development and enhancing existing visitor facilities will help town vitality and viability	
SO6	+	+	+	+	+	+	
	regenerating the area based on sustainable tourism which will improve access to employment opportunities and services						
SO7	+	+	+	+	+	+	
	Supporting and enhancing the tourism offer	Ensuring future development benefits local communities including new and	Help and support for all local businesses in the Churnet Valley	Improved accessibility by sustainable modes of transport will benefit residents and visitors by providing opportunities for	Enhancing the overall appeal of the Churnet Valley through respecting, enhancing and protecting the positive aspects		

		improved services and facilities and improved accessibility and connectivity		leisure and recreation		
SO8	+ Sustaining and enhancing the natural, built and historic environmental quality in the area	0	0	0	+	0
SO9	+ Sustaining and enhancing the natural, built and historic environmental quality in the area	0	0	0	+	0
SO10	+ Making settlements more sustainable	+	0	0	0	0
SO11	I Depends on how implemented.	+ Reducing need to travel through requirements for future development	+ Reducing need to travel through encouraging sustainable trading	+	0	+ Encouraging overnight stays - Additional visitors could increase the numbers of cars I Impact dependent on approach taken to dispersal of visitors and approach to location of new development

Figure 8.1 Assessment of the draft Masterplan emerging principles against the Core Strategy objectives

8.2 The above assessment indicates that the Core Strategy objectives and the Churnet Valley draft Masterplan emerging principles complement each other. The only conflicts arise from additional visitors to the Churnet Valley which could increase the numbers of cars but this could be offset by the promotion of sustainable modes of transport. The impacts of dispersing visitors are dependent on the approach taken to location of new development and the forms of transport available to visitors. Encouragement of overnight stays could reduce vehicle movements. Policies in the emerging Core Strategy seek to promote and support development which reduces reliance on the private car for travel journeys. It requires that development which generates significant demand for travel or is likely to have significant transport implications, where appropriate, contributes to improved public transport provision, and provides facilities and measures to support sustainable modes including on-site features such as bus stops, cycle paths, facilities for cycle storage.

Section I - Assessment of Character Areas



Assessment of Character Areas

9.1 The following section assesses the draft Masterplan character areas against the sustainability appraisal objectives.

Key to Table

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact

0 = Neutral (no significant positive or negative effects) (I/) = Impact dependent on Implementation ? = Impact Unknown

SA Objective	Character Areas		
	1 Rudyard Lake	2 Peak District Fringe	3 Leek
SOCIAL	1 0 Key actions unlikely to have significant impact on residents or businesses. Potential risk that success of actions may increase need for more parking provision. May need to review need for new car park provision in the future.	+ Most of area is sparsely populated. Potentially could be public transport improvements for residents in the future i.e. Waterhouses to Leek / Stoke. Encouraging use of railway for freight from Lafarge will reduce amount of tankers using the surrounding road network.	++ Overall quality of area improved for residents and businesses. Do not consider that actions are going to impact on level of congestion in the town as peak times are likely to be different for visitors. Proposals in line with Leek Town Centre Masterplan.
	2 + Signage improved. Improved walking and cycling routes.	+ New facilities on the Anzio Site. Improved links for walkers, cyclists and horse riders. Potential public transport improvements.	++ Strengthen role of town centre in line with the Leek Town Centre Masterplan and improved visitor and shopping facilities. New hotel accommodation and entertainment/cultural venue. Improved parking and public transport facilities linking Cornhill and rest of the Churnet Valley. Improved links for walkers, cyclists and horse riders.
	3 0	0	+ Better evening economy could potentially reduce any fear of crime.
	4 0 No new housing proposed.	I The Core Strategy indicates that extra care housing could be provided on the Anzio Camp site.	I The concept statement states that residential development could be appropriate on the Cornhill site.
	5 0 Minimal development proposed	- Proposed development at the Anzio camp, Blackshaw Moor – previously developed site but less sustainable location.	++ Most sustainable location in the District. Most key actions are town centre locations. Cornhill located on the edge of Leek - concept statement included to mitigate risks.
	6 + Reinforce walking and cycling links to leek and Tittesworth.	+/I Improved links for walkers, cyclists and horse riders. Also potential to extend rail service to Waterhouses & halt at Blackbrook but outside SMDC control.	+ Strengthening links to surrounding areas.
ENVIRONMENT	7 I Minimal development but depends on where this will take place. Core Strategy Policy NE1 protects biodiversity resources.	I Sensitive Area adjacent to the Peak District National Park. Roaches (SSSI, SAC & SPA) is under new management by Staffordshire Wildlife Trust. Core Strategy Policy NE1 protects biodiversity resources.	I/- Biodiversity Alert site at Cornhill. However mitigation measures could be implemented - concept statement. Core Strategy Policy NE1 protects biodiversity resources.
	8 I Minimal development but depends on where this will take place. Core Strategy Policy NE1 protects key habitats and species.	I Minimal development but depends on where this will take place. Core Strategy Policy NE1 protects key habitats and species.	I/- Cornhill greenfield site and therefore negative impact associated with its development.
	9 0 Minimal development proposed. No significant degraded/contaminated areas.	+ Anzio camp is a previously developed site which is vacant.	+ Reusing vacant underused sites and buildings such as the Talbot and the Foxlowe
	10 + Utilising existing infrastructure and improving it.	+ Extension of railway would use existing line.	+ Sustainable location in terms of existing facilities and services. Utilising existing resources and improving them.
	11 I Potential if businesses such as hotel etc signed up to Environmental Quality Mark	- New build at Anzio Camp would require energy consumption and produce waste. However, potential for high quality design to minimise energy needs.	- New build at Cornhill would require energy consumption and some waste production. However, potential for high quality eco-scheme.
	12 + Protecting and enhancing Rudyard Lake. Unlikely to impact on flood	+ Protecting and enhancing Tittesworth Reservoir. Unlikely to impact on flood	0 Unlikely to be impact on flood risk.

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	13	risk or water sources. + Minimal development but key actions seek to protect and enhance character of the area.	risk or water sources. I New development at Anzio camp needs to reflect the surrounding environment.	++ Town centre sites have also been considered as part of the Leek Town Centre Masterplan. Many sites are historical or environmental assets.
	14	++ Sensitive development of tourism and culture is key to this character area.	++ Sensitive development of tourism and culture is key to this character area.	++ Actions reflect significant scope for improving Leek as a visitor destination.
ECONOMIC	15	+ Potential links to Leek. Rudyard Lake Hotel important to local economy.	+ Support existing attractions and local businesses.	++ Important opportunity for job creation and support for the local economy.
	16	+ Sustain visitor numbers and strengthen / improve long term position for local economy.	+ Sustain visitor numbers and strengthen / improve long term position for local economy.	++ Cornhill site is a major development opportunity for economic growth. This could include a new railway station and canal basin.
	17	0 Minimal development unlikely to increase the number of jobs in the area although existing jobs may be more secure.	0 Minimal development unlikely to increase the number of jobs in the area although existing jobs may be more secure. Some job creation at the Anzio Camp.	++ Redevelopment of the Cornhill site is likely to provide a variety of new jobs.

Character Areas					
SA Objective	4 Central	5 Froghall	6 Moneystone		
SOCIAL	1	0 Key actions unlikely to have significant impact on residents or businesses. Potential for improved walking, cycling & horse riding routes.	+ / I Overall quality of area improved for residents and businesses due to the redevelopment of the Bolton's Copperworks site. However risks, such as contamination within the site is yet to be fully identified.	- - / I Increased traffic which could mean disturbance and noise. Mitigation through the development control process to control numbers and to manage risks.	
	2	0 Key actions unlikely to have significant impact on access to services and facilities. Strengthen walking, cycling and horse riding routes.	+ New facilities and opportunities such as starter units arising from redevelopment of the Bolton's site. Access to facilities and services also likely to be improved as a result of railway to Leek / Stoke.	+ Development could mean small scale shopping / eating facilities. Also potential for local employment opportunities.	
	3	0	+ Currently large derelict area – open unmanaged site.	0	
	4	0 No new housing proposed.	I The concept statement states that residential development could be appropriate on the Bolton's site. This is unlikely to be affordable because of likely contamination costs and site viability.	0 No new housing proposed.	
	5	0 Minimal development so unlikely to have impact. Small scale development at Consall Hall but established attraction. Visitors using venue wouldn't need to travel.	- Proposed development at Froghall - previously developed site but less sustainable location.	- - / I Less sustainable location. Potential for halt on railway. Likely to be reliant on private car to access surrounding areas.	
	6	+ Strengthening walking, cycling and horse riding links.	+ Development of existing transport hub could encourage more bus services and train links.	I CVR has aspirations to extend railway. Development could encourage improved bus services	
ENVIRONMENT	7	I Minimal development but Sensitive Area. Part SBI. Core Strategy Policy NE1 protects biodiversity resources.	I SSSI's surrounding site so layout & design will be important. Core Strategy Policy NE1 protects biodiversity resources.	- / I SSSI and SBI within area. Masterplan development principles for the site protect these areas. However general increase of people in the area.	
	8	I Minimal development but depends on where this will take place. Core Strategy Policy NE1 protects key habitats and species.	I Depends where development takes place. Core Strategy Policy NE1 protects key habitats and species.	I / ? Depends on where development takes place. Core Strategy Policy NE1 protects key habitats and species.	

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ECONOMIC	9	0 Minimal development proposed. No significant degraded/contaminated areas.	++ Bolton's Copperworks site at Froghall is a significant previously developed site with contamination issues.	+ Regenerate currently degraded environment – improve what is currently there.
	10	+ Utilising existing resources and improving them i.e. visitor centre hubs.	+ Froghall existing hub / gateway. Intensive development of the brownfield site promotes efficient use of resources.	+ Making use of brownfield site rather than using greenfield for local employment opportunities.
	11	0 Limited growth.	- New build at Froghall would require energy consumption and produce waste. However, potential for high quality design to minimise energy needs and renewable energy.	- Travelling to and from the site but potential for renewable energy. Encourage on-site recycling facilities.
	12	0 Unlikely to be impact on flood risk.	1 Flood Risk Assessment likely to be required. Protecting and enhancing canal.	1 Potential to enhance areas of water within the site. Unlikely to be impact on flood risk.
	13	0 Minimal development but key actions seek to protect and enhance character of the area.	+ Opportunity to enhance the character of the Froghall area and explore historic assets. Reuse and conserve heritage. Scale and design will be important to character of the area.	0 Overall not considered to have additional impact on landscape – given existing buildings within the site. Could create more of a 'sense of place'.
	14	+ Level of impact is likely to be limited compared to other areas because of small scale development.	++ Key strategic area acting as a hub and gateway. Number of attractions adjacent.	++ Provision of new tourist facilities and accommodation. Also available for off-site visitors.
	15	+ Support existing attractions and local businesses.	+ Key opportunity to support the rural economy and local communities.	+ Opportunities for local businesses, suppliers & contractors.
	16	+ Sustain visitor numbers and strengthen / improve long term position for local economy.	++ Redevelopment of a brownfield site provides a major opportunity for job creation and diversification. Some manufacturing retained on site.	+ Increase the number of visitors staying in the area.
	17	0 Minimal development unlikely to increase the number of jobs in the area although existing jobs may be more secure.	++ Redevelopment of the Froghall site is likely to provide a variety of new jobs.	+ Likely to create new jobs in the area.

SA Objective	Character Areas		
	7 Alton	8 Cheadle	
SOCIAL	1	<p>-- / 1</p> <p>Increased traffic which could mean disturbance and noise. Mitigation through the development control process to control numbers and to manage risks.</p>	<p>+</p> <p>Overall quality of area improved for residents and businesses. Do not consider that actions are going to impact on level of congestion in the town as peak times are likely to be different for visitors. Proposals in line with Cheadle Town Centre Masterplan.</p>
	2	<p>0</p> <p>Key actions unlikely to have significant impact on access to services and facilities.</p>	<p>+</p> <p>Strengthen role of town centre in line with the Masterplan and improved visitor and retail facilities. New hotel accommodation.</p>
	3	<p>0</p>	<p>+</p> <p>Better evening economy could potentially reduce any fear of crime.</p>
	4	<p>0</p>	<p>0</p>
	5	<p>0</p>	<p>++</p>

		Transport links already exist.	Highly sustainable location. Most key actions are in town centre locations.
	6	I Depends on what is included.	+ Strengthening links.
ENVIRONMENT	7	- / I SBI within area. Masterplan development principles for the site protect these areas. However general increase of people in the area.	0
	8	I / ? Depends on where development takes place. Core Strategy Policy NE1 protects key habitats and species.	0
	9	0	0
	10	0	+
	11	- Waste production	0 Limited growth
	12	0 Unlikely to be impact on flood risk.	0 Unlikely to be impact on flood risk.
	13	- / 0 Depends on implementation but actions at Alton Towers Resort unlikely to have a positive impact on the character of the landscape.	++ Heritage-led regeneration. Supports townscape and sense of place.
ECONOMIC	14	++ Positive impact on tourism and culture	++ Actions reflect scope for improving Cheadle as a visitor destination.
	15	+ Support existing attractions and local businesses.	++ Important opportunity for job creation and support for the local economy.
	16	+ Sustain visitor numbers and strengthen / improve long term position for local economy.	+ Increase the number of visitors staying in the area.
	17	+ Likely to create new jobs in the area.	+ Likely to create new jobs in the area.

Figure 9.1

Rudyard Lake Area

9.2 The following impacts were identified:

- Positive impacts considered to be:
 - sensitive development of tourism and culture
 - improved signage and walking and cycling links
 - protecting and enhancing Rudyard Lake and the character of the area
 - sustain visitor numbers and strengthen / improve long term provision for local economy including Rudyard Lake Hotel and Rudyard Steam Railway.

- No negative impacts identified although there is a potential risk that the success of actions may increase the need for more parking provision in the future.
- The protection and enhancement of key habitats depends on implementation but policy NE1 conserves biodiversity resources.

Peak District Fringe Area

9.3 The following impacts were identified:

- Positive impacts considered to be:
 - sensitive development of tourism and culture
 - potential public transport (rail and bus) improvements for residents in the area
 - Improved links for walkers, cyclists and horse riders.
 - protecting and enhancing Tittesworth Lake and the character of the area
 - sustain visitor numbers and strengthen / improve long term provision for local economy including Blackbrook Zoo and other tourism based businesses.
- The Anzio camp opportunity site indicates a mixture of positive and negative impacts. In terms of positive impacts, it is a previously developed site which is currently vacant and facilities on site and additional bus services would be available for local people to use. It could also provide extra-care housing for which there is an identified need in the District. However, the site is located in the open countryside and therefore less sustainable. New buildings on the site would generate energy consumption and produce waste although there is the potential for high quality design to minimise energy needs and to respect the character of the surrounding area.
- The protection and enhancement of key habitats depends on implementation but policy NE1 conserves biodiversity resources. However this is a sensitive area close to Peak District National Park and it is recommended that a Habitats Regulation Assessment is undertaken.

Leek Area

9.4 The following impacts were identified:

- Positive impacts considered to be:
 - strengthening the role of the town centre and the quality of the environment
 - improving Leek as a visitor destination and for shopping
 - sustainable location
 - proposals in line with the Leek Town Centre Masterplan
 - better evening economy. New hotel and entertainment/cultural venue
 - reusing vacant underused sites and buildings
 - job creation and support for the local economy
 - strengthening links to surrounding areas including parking and public transport facilities
- The development of the Cornhill site indicates a range of potential impacts. It is considered to be a major development opportunity for economic growth and likely to provide a variety of new jobs. It also has the potential to include a new railway station and canal basin and provide links to Leek and the wider area. In terms of negative impacts it is a greenfield site, located on the edge of Leek and it's development would

require energy consumption and some waste production. However there is the potential for a high quality eco-scheme and the concept statement in the Masterplan states that it's development should not undermine the role, attractiveness or viability of the town centre. Core Strategy Policy NE1 and the concept statement provide mitigation for the Biodiversity Alert site at Cornhill.

Central Area

9.5 The following impacts were identified:

- Positive impacts considered to be:
 - strengthening walking, cycling and horse riding links
 - utilising existing resources and improving them i.e. Visitor centre hubs
 - further development of tourism and culture
 - support existing attractions and local businesses
 - sustain visitor numbers and strengthen / improve long term position for local economy
- No negative impacts identified.
- The protection and enhancement of key habitats depends on implementation but policy NE1 conserves biodiversity resources.

Froghall Area

9.6 The following impacts were identified:

- Positive impacts considered to be:
 - key strategic area acting as a hub and gateway. Number of adjacent attractions
 - redevelopment of contaminated brownfield site
 - redevelopment is likely to produce a variety of new jobs
 - support for rural economy and local communities
 - overall quality of the area improved for residents and local businesses
 - new facilities arising from the redevelopment of the Bolton's site
 - better access to facilities and services resulting due to extended railway and bus services
 - enhance the character and heritage assets of the area
- Negative impacts
 - less sustainable location
 - new build development would mean energy consumption and some waste production however the development principles state that schemes should incorporate renewable energy and energy efficiency technologies.
- There is an unknown risk associated with contamination within the site. Core Strategy Policy NE1 and the concept statement provide mitigation for the SSSI's surrounding the site. A Flood Risk Assessment would also be required.

Moneystone Area

9.7 The following impacts were identified:

- Positive impacts considered to be:
 - provision of new tourist facilities and accommodation (overnight stays)
 - creation of new jobs in the area and opportunities for local businesses, suppliers and contractors
 - redevelopment of a brownfield site
 - access to facilities for local people
 - development could mean small scale shopping / eating facilities
- Negative impacts considered to be:
 - increased traffic which could mean disturbance and noise. Mitigation through development control process to control numbers and manage risks.
 - less sustainable location although potential for halt on railway and could encourage improved bus service.
 - new build development would mean energy consumption and some waste production however the development principles state that schemes should incorporate renewable energy and energy efficiency technologies.
- Core Strategy Policy NE1 and the concept statement provide mitigation for the SSSI and SBI within the area. There may be opportunities to enhance the areas of water within the site.

Alton Area

9.8 The following impacts were identified:

- It is considered that there would be a positive impact on:
 - tourism and culture
 - existing attractions and local businesses
 - sustaining visitor numbers and strengthening / improving the long term position for the local economy
 - creating new jobs in the area
- Negative impacts considered to be:
 - increased traffic which could mean disturbance and noise. Mitigation through development control process to control numbers and manage risks.
 - potential to have negative impact on the character of the landscape
 - new build development would mean energy consumption and some waste production however the development principles state that schemes should incorporate renewable energy and energy efficiency technologies.
- Core Strategy Policy NE1 and the concept statement provide mitigation for the SBI within the area.

Cheadle Area

9.9 The following impacts were identified:

- No negative impacts identified
- Positive impacts

- strengthening the role of the town centre and the quality of the environment
- proposals in line with the Cheadle Town Centre Masterplan
- heritage-led regeneration, supporting townscape and sense of place
- improving Cheadle as a visitor destination and better evening economy
- new hotel accommodation increasing overnight stays
- sustainable location
- job creation and support for the local economy
- strengthening links to surrounding areas

Section J - Assessment of Development and Management Principles



Assessment of Development and Management Principles

10.1 The following section assesses the development and management principles contained in the draft Churnet Valley Masterplan against the sustainability objectives.

Key to Table

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact

0 = Neutral (no significant positive or negative effects) (I/) = Impact dependent on Implementation ? = Impact Unknown

SA Objective	Natural Environment	Heritage	Sustainable Tourism	Sustainable Transport	Economic Development	Green Initiatives	Design Principles
1	++	+	++	++ improved access for residents and employees - railway could impact on local area	+	++	++
2	0	0	+ Improving job opportunities and transport links	++ Improved access	++ For local people	0	0
3	0	0	0	0	0	0	+
4	0	0	0	0	0	0	0
5	0	0	+ Use of hubs. Better use of public transport.	0	0	0	0
6	0	0	+	++	0	0	0
7	++ Protection & enhancement. Gain in biodiversity. Create links	0	0	0	0	0	0
8	++ Protection and management	0	0	0	0	0	0
9	0	+ Particularly	0	0	0	0	0
SOCIAL							
ENVIRONMENT							

10.2 The assessment indicates that there are many positive impacts, particularly associated with the natural environment, sustainable tourism, sustainable transport and economic development development and management principles.

10.3 There are some potential negative impacts identified. These are associated with the re-opening of the railway, although the development principles state that existing greenways will be protected or reproduced. There is also a potential negative impact associated with new buildings and their use of energy. Policies in the Core Strategy and development principles in the Masterplan state that schemes should incorporate renewable energy and energy efficiency technologies.

Section K - Assessment of the Cumulative Effects of Draft Masterplan



Key to Table

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact 0 = Neutral (no significant positive or negative effects) (I/) = Impact dependent on Implementation ? = Impact Unknown

* Predicted effects are projected from the period once development is in place

N.B. Different components within an Option may generate varying impacts. This is indicated by '/'

- = Specific indicators
- ❖ = 'Headline indicators'

SA Objective (See Section A)	Summary of Baseline Situation	SA Indicator	Preferred Option				Justification for assessment noting: ▪ Likelihood/certainty of effect occurring (High/Medium/Low) ▪ Geographical scale of effect ▪ Whether temporary or permanent ▪ Recommendation(s) for mitigation/improvement
			Nature of Effect (quantify where possible)	Predicted Cumulative Effects* Assumptions made	Short Term (less than 1 year)	Med Term (1-5 years)	

SA 1	<p>Strong communities who seek to maintain, enhance and protect the special qualities of the area.</p> <p>Redevelopment opportunities at a number of derelict / underused sites.</p> <p>Congestion at peak times of the year can be experienced due to visitor traffic.</p> <p>The Staffordshire Moorlands has one of the highest per capita emissions of CO₂ in the West Midlands Region.</p>	<ul style="list-style-type: none"> Net gain / loss in the total area designated as visual open space (ha) 	<p>Minor negative effect:</p> <ul style="list-style-type: none"> Potential impact of new development on sensitive landscapes. This option is less intensive compared to previous options considered, particularly at Boltons Copperworks Site, Cornhill, Leek and Moneystone Quarry. No impact on existing areas of visual open space. Impact reduces over time. <p>Minor positive effect:</p> <ul style="list-style-type: none"> New open space may be identified through the Site Allocations DPD. 	<p>Council's Landscape Character Assessment is taken into account.</p>	<p style="text-align: center;">- - / +</p>	<p style="text-align: center;">- / +</p>	<p style="text-align: center;">- / +</p>	<p>Likely effects:</p> <p>Negative</p> <ul style="list-style-type: none"> Likelihood/certainty: Low-Medium Valley Scale: Local - Churnet Valley Temp/Perm: Permanent <p>Likely effects:</p> <p>Positive</p> <ul style="list-style-type: none"> Likelihood/certainty: Low-Medium Valley Scale: Local - Churnet Valley Temp/Perm: Permanent <p>Recommendations:</p> <p>Core Strategy Policy DC3 resists development that would harm or be detrimental to the character of the area.</p> <p>Proposals for major development should be supported by a landscape and visual impact assessment.</p>
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<p>The Staffordshire Moorlands has an increasing ageing population, a trend which is predicted to increase over the next 10 years.</p> <p>Lack of play facilities for children and young people in Leek and the rural area. Lack of facilities for young people and outdoor sports facilities in Cheadle (AMR 2011-2012).</p> <p>No new retail floorspace was completed in the District during the monitoring year 2011-2012.</p> <p>Shop vacancy rates: Leek - 6.7%, Cheadle - 8.8% are less than the West Midlands average - 12.91% and UK - 11.31%. (Springboard, 2012)</p> <p>18.2% of Year 6 children in the District are obese. This is slightly less than the West Midlands (20.5%) and the UK (19.0%). (NHS Information Centre for Health and Social care)</p>	<ul style="list-style-type: none"> Net gain/loss in sport, recreation and open space provision (Ha) 	<p>Minor positive effect:</p> <ul style="list-style-type: none"> There will be some additional provision created through new developments and/or developer contributions / CIL. 	<p>Contributions are made towards qualitative improvements and/or new provision.</p>	<p>+</p>	<p>+</p>	<p>+</p>	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: Low Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>
<ul style="list-style-type: none"> Amount of eligible open spaces managed to green flag award standard. 	<p>No significant effect identified.</p>			<p>0</p>	<p>0</p>	<p>0</p>	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: N/A
<ul style="list-style-type: none"> Change of use applications from non-residential to residential use, completed in town centres, by type (Ha) 	<p>No significant effect identified.</p>			<p>0</p>	<p>0</p>	<p>0</p>	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: N/A
<ul style="list-style-type: none"> Amount of completed retail, office and leisure development 	<p>Minor positive effect:</p> <ul style="list-style-type: none"> May be some small-scale new retail provision within redevelopment areas. Retail floorspace in Leek and Cheadle town centres may also increase. Investment in the area through development has the potential to safeguard existing facilities such as the local shop or village public house. Potential for some additional provision associated with tourism as part of new development at Cornhill, Bolton Copperworks and Moneystone Quarry. 			<p>+</p>	<p>++</p>	<p>++</p>	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>

SA 4	<p>Revised Submission Version Core Strategy 2011 seeks the provision of 5,500 dwellings in the District between 2006 and 2026. Of this 30% would be located in Leek, 22% in Cheadle and 28% in the Rural Areas.</p> <p>There is a significant need in the District for affordable housing and housing for older people.</p>	<ul style="list-style-type: none"> Number of affordable houses completed 	<p>No significant effects identified.</p>	0	0	0	Likely effects: N/A	
		<ul style="list-style-type: none"> Housing land supply/completions achieved towards RSS11, by location 	<ul style="list-style-type: none"> Minor positive effect Delivering housing is not an ambition for the masterplan. However a limited amount of housing could be delivered within the Cornhill and Froghall opportunity sites and extra-care housing could be suitable on the Anzio Camp Site. 	0	+	+	0	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: Low Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>
		<ul style="list-style-type: none"> Net gain/reduction in the percentage of the housing stock in an unsatisfactory condition 	<p>No significant effect identified.</p>	0	0	0	0	<p>Likely effects: N/A</p>
Overall impact on SA Objective 4:				0	0/+	0/+		

SA 5	<p>High levels of car ownership and car use.</p> <p>Limited capacity of the highway network which is of a poor standard in places. Congestion at peak times of the year can be experienced due to visitor traffic.</p> <p>Good road links to and from the area particularly to Stoke and the Potteries, Stone, Derby, Macclesfield and to the A50.</p>	<ul style="list-style-type: none"> Amount of new development within 30 minutes public transport time of: a GP; a hospital; a primary school; a secondary school; areas of employment; and a major retail centre. 	<p>Major negative effect:</p> <ul style="list-style-type: none"> Masterplan identifies opportunities in more remote rural areas which are less sustainable. Amount of traffic on the road network in the Churnet Valley could increase. <p>Major positive effect:</p> <ul style="list-style-type: none"> Development of hubs and gateways such as Leek and Cheadle providing opportunities to improve access to the wider area. A number of attractions in relatively close proximity to each other where linked visits could be encouraged through new physical connections. Supporting existing businesses and developing existing opportunity sites. 	- / +	- - / ++	- - / ++	- - / ++	<p>Likely effects:</p> <p>Negative -</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Likely effects:</p> <p>Positive -</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendations:</p> <p>Better promotion of public transport services.</p> <p>Maximise use of gateways and hubs.</p> <p>Need to maintain and enhance opportunities for linkages with other attractions.</p> <p>Need to consider findings of the transport study.</p>
Overall impact on SA Objective 5:								

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SA 6	<p>High levels of car ownership and car use.</p> <p>Lack of physical and promotional linkages between visitor attractions.</p> <p>Limited access within the Churnet Valley by public transport – bus routes generally limited to main roads.</p> <p>The rural nature of the area limits the opportunities for physical transport improvements and reduces the viability of new services.</p> <p>Topography and physical barriers including the railway and canal can be restrictive to movement within the corridor.</p> <p>Viability of rail link to Alton Towers - currently unimproved.</p>	<ul style="list-style-type: none"> Amount of completed non-residential development within UCOs A B & D complying with car-parking standards set out in the local development framework. Total length of cycleways, bridleways and footpaths (km) 	<p>Minor positive effect:</p> <ul style="list-style-type: none"> Development of hubs and gateways and opportunity sites with improved car parking. 	<p>Masterplan takes into account work being undertaken by the Churnet Valley Living Landscape Partnership.</p>	+	+	+	<p>Likely effects: Positive</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium - High Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>
		<p>Major positive effect:</p> <ul style="list-style-type: none"> Scope to enhance opportunities for walking, cycling and horse riding through creating and enhancing linkages between existing routes and through upgrading routes and creating new routes. Enhancing access to the area and connectivity within it could add depth and critical mass to existing/new markets and products which would enhance the overall attractiveness and appeal of the area. <p>Minor Negative effect:</p> <ul style="list-style-type: none"> Potential adverse impacts to the rights of way network from increased numbers of people walking, horse riding and cycling. 			- / ++	- / ++	- / ++	<p>Likely effects: Positive</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Likely effects: Negative</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: Need to protect and enhance routes and provide information for users.</p>
		<ul style="list-style-type: none"> Number of Travel Plans in operation 	<p>No significant effect identified.</p>	<p>All developments which generate significant amounts of movement should be required to provide a travel plan.</p>	0	0	0	<p>Likely effects: N/A</p>

<p>Summary - Appraisal against Social Objectives:</p> <p>Positive effects increasing over time as investment through development leads to improvements in the quality of the environment and better public transport. There is increased footfall in town centres improving vitality and viability and local facilities in rural areas such local shops and village pubs are supported. Opportunities for walking, cycling and horse riding are also improved. The development of hubs and gateways, linked trips between attractions and better promotion of public transport services has a positive impact and mitigate against the potential increase in traffic on the road network. Other potential negative impacts are mitigated by protecting / reproducing greenways and providing information to users.</p>	<p>- / +</p>	<p>- / ++</p>	<p>- / ++</p>	<p>- / ++</p>
<p>SA 7</p> <p>There are a number of biodiversity sites within or in close proximity of the opportunity sites. Moneystone Quarry; Whiston Eaves SSSI, Heathy Gore SBI, Consall Hall Gardens; Dale Sprink Pastures SBI, Churnet valley SSSI and Consall Forge SBI. Bolton Copperworks; Churnet Valley SBI, Froghall Meadows Pastures, Harston Hill SBI and Froghall Bridge SBI. Former Railway Line / Former Uttoxeter Canal; Churnet Valley Railway SBI. Leekbrook; Solis Wood SBI. Cornhill; Biodiversity Alert Site.</p>	<p>- / +</p>	<p>- / ++</p>	<p>- / ++</p>	<p>- / ++</p>
<p>Minor negative effect:</p> <ul style="list-style-type: none"> Potential impact of future development on protected biodiversity sites. <p>Major positive effect:</p> <ul style="list-style-type: none"> Opportunities to enhance and create further biodiversity. Impact increasing over time. 	<p>- / -</p>	<p>- / ++</p>	<p>- / ++</p>	<p>- / ++</p>
<p>Likely effects:</p> <p>Negative</p> <ul style="list-style-type: none"> Likelihood/certainty: Low Scale: Local - Churnet Valley Temp/Perm: Permanent <p>Likely effects:</p> <p>Positive</p> <ul style="list-style-type: none"> Likelihood/certainty: Low - Medium Scale: Local - Churnet Valley Temp/Perm: Permanent <p>Recommendation:</p> <p>Core Strategy Policy NE1 conserves and enhances biodiversity and geological resources.</p>	<p>- / -</p>	<p>- / ++</p>	<p>- / ++</p>	<p>- / ++</p>
<p>Overall impact on SA Objective 7:</p>	<p>- / +</p>	<p>- / ++</p>	<p>- / ++</p>	<p>- / ++</p>

SA 8	Presence of any species is currently unknown.	Change in priority habitats and species (by type)	Presence of species currently unknown.	Core Strategy Policy NE1 protects and enhances habitats and species of principal importance. The Biodiversity Opportunity Map and Biodiversity Action Plan identify appropriate measures.					Likely effects: Unknown Recommendation: Where appropriate need for ecological surveys.
Overall impact on SA Objective 8:									
SA 9	There are a number of derelict buildings and sites within the Plan area. Bolton Copperworks site at Frogghall is known to have significant on-site contamination.	<ul style="list-style-type: none"> Net gain/reduction in the amount of land known to be contaminated (Ha) Net gain reduction in the total amount of derelict land (Ha) 	<p>Major positive effect:</p> <ul style="list-style-type: none"> Potential redevelopment opportunities for underused / derelict sites such as Bolton Copperworks, Frogghall and Cornhill, Leek, Moneystone Quarry subject to restoration plan. Remediation of the contaminated Bolton Copperworks site. <p>Minor negative effect:</p> <ul style="list-style-type: none"> Contamination may be exposed through redevelopment of land. 	That redevelopment of these sites is economically viable.	- / +	- / +++	- /	+	<p>Likely effects:</p> <p>Positive</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Negative</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: Where contamination is identified remediation will be required prior to development taking place.</p>
Overall impact on SA Objective 9:									
					- / +	- / +++	- /	-	+/++

Final Churnet Valley Masterplan Sustainability Appraisal

SA 10	<p>There are a number of underused sites and disused buildings within the Plan area.</p> <p>Potential redevelopment opportunities including large sites such as Bolton Copperworks, Frogghall, Cornhill, Leek and Moneystone Quarry.</p>	<ul style="list-style-type: none"> Number of completions comprising conversion/re-use of existing buildings Percentage of housing and employment completions on previously developed sites Amount of floorspace by employment type, which is on previously developed land. 	<p>Major Positive effect:</p> <ul style="list-style-type: none"> Re-use of existing buildings and more efficient use of previously developed land. <p>Major Negative effect:</p> <ul style="list-style-type: none"> May involve some development on greenfield sites e.g. Cornhill, Leek and Consall Hall Gardens. Development of greenfield sites will mean loss of soil resources. Moneystone Quarry subject to restoration plan. 	<p>No significant effect identified</p>	<p>0</p>																																																																																																																																																																																																																																																																																																																																						
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SA 12	<p>Some parts of the Churnet Valley have areas at risk of flooding.</p> <p>Rudyard and Tittesworth lakes are significant water resources.</p> <p>Feasibility study has indicated that the restoration of the Uttoxeter canal (between Caldon canal at Froghall and the Uttoxeter Gravel pits is possible although there are substantial costs associated and obtaining the funding would be a significant challenge.</p> <p>In 2010 in the Staffordshire Moorlands CO2 emissions were 1,365 Kt of which 13% was attributable to road transport.</p>	<ul style="list-style-type: none"> ▪ Number of approvals for development incorporating sustainable urban drainage systems (SUDS) ▪ Number of housing completions located within a flood-plain ▪ Number of planning applications approved against advice of the Environment Agency on flood risk grounds 	<p>No significant effect identified.</p>	<p>Developments take into account recommendations made.</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>Likely effects: N/A</p>
			<p>No significant effect identified.</p>	<p>Developments take into account recommendations made.</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>0</p>	<p>Likely effects: N/A</p>

SA 14	<p>Two tourism brands of national significance, Alton Towers and the Peak District. Also number of existing visitor attractions.</p> <p>Area is relatively unknown and does not have an existing coherent visitor destination or identity</p> <p>Main markets are 'countrysiders' – outdoor activities and 'family-fun' – fun day out with the family.</p> <p>Limited range of accommodation – lack of any significant sized hotels other than those at Alton Towers Resort.</p> <p>Lack of provision for 'all-year-round' tourism.</p> <p>Conurbations with large populations are in close proximity.</p>	<ul style="list-style-type: none"> Tourism and cultural related completions, by type (Number) 	<p>Major Positive effect:</p> <ul style="list-style-type: none"> High quality all year round tourism opportunities. A number of attractions in relatively close proximity to each other where linked visits could be encouraged through promotion, signage and physical connections. Scope to promote Leek and Chedale as gateways to the area. Potential for hotel development and a source of visitor information. Developing new and improving the existing major attractions/attractors. Encouraging and promoting more events could enhance the overall attractiveness and appeal of the area. Improved accommodation stock could add depth and critical mass to existing/new markets and products which would enhance the overall attractiveness and appeal of the area. Support for existing tourism and leisure businesses. 	<p>Scale and nature of new and extended tourist attractions to reflect the role and character of the area.</p>	++	++	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: <ul style="list-style-type: none"> Medium-High Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>
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<p>SA 15</p>	<p>Leek and Cheddle have key roles as market towns. Larger villages have an important role in terms of serving and supporting their surrounding rural areas. Retail offered in the town centres is insufficient to meet the needs of residents. Areas with a poor environment affect existing businesses.</p>	<ul style="list-style-type: none"> Amount of completed retail, office and leisure development. Changes of use on main shopping streets in towns to non-A1 uses. Net gain/loss of employment land created as a result of 'change of use' developments (sq m). 	<p>Major positive effect:</p> <ul style="list-style-type: none"> Strengthen role of Leek and Cheddle as service and retailing centres in line with Masterplans. Potential for Leek and Cheddle to act as gateways. Regenerate town centres and underused assets to enhance town centre's vitality and viability. Retain and enhance role of rural service centres such as Alton, Cheddleton and Waterhouses. Conserve and enhance heritage assets and reinforce heritage and visitor attractions. Provision of hotel accommodation in the town centres. Encourage the promotion of markets and events. Impact increasing over time. <p>Minor negative effect:</p> <ul style="list-style-type: none"> Potential to undermine the role of towns and villages if significant inappropriate development takes place on rural sites 	<p>Support for small and local businesses which promote local goods/services and employ local workforce.</p>	<p>- / +</p>	<p>- / ++</p>	<p>- / ++</p>	<p>++</p>	<p>Likely effects: Positive</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium - High Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Likely effects: Negative</p> <ul style="list-style-type: none"> Likelihood/certainty: Low Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: Ensure that development is appropriate to its location</p>
<p>Overall impact on SA Objective 15:</p>									<p>++</p>

Economic		SA 16	Diverse range of existing businesses.	<ul style="list-style-type: none"> Employment land available by type Amount of floorspace developed for employment by type 	<p>Major positive effect:</p> <ul style="list-style-type: none"> Opportunities for job creation through new attractions and holiday accommodation. Develop and support existing businesses. Potential redevelopment opportunities on large sites such as Bolton Copperworks, Froghall, Cornhill and Anzio Camp, Leek and Moneystone Quarry. Improve the financial viability of Conshall Hall Gardens to secure retention of the parkland. 	<p>Employment land is safeguarded from development of other uses.</p> <p>New employment uses should preferably use existing rural buildings.</p>	++	++	++	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium-High Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>
		Overall impact on SA Objective 16:								
SA 17	73% of economically active people employed in Staffordshire Moorlands compared to 70.3% in GB. Unemployment 5.3% in Staffordshire Moorlands compared to 8.4% in GB.	<ul style="list-style-type: none"> Staffordshire Moorlands employment / unemployment rates 	<p>Major positive effect:</p> <ul style="list-style-type: none"> Increased tourism would create more stable markets for local businesses and create opportunities for new business start-ups. 	<p>Major employment development will be expected to sign an employment charter to maximise local labour and supplies.</p>	++	++	++	++	<p>Likely effects:</p> <ul style="list-style-type: none"> Likelihood/certainty: Medium-High Scale: Local – Churnet Valley Temp/Perm: Permanent <p>Recommendation: None</p>	

SUMMARY OF SUSTAINABILITY IMPACTS OF THE POLICIES OF THE DRAFT MASTERPLAN AGAINST SA OBJECTIVES

++ = Major positive impact + = Minor positive impact -- = Major negative impact - = Minor negative impact 0 = Neutral (no significant positive or negative effects) (/) = Impact dependent on implementation

SA Objective	PREFERRED OPTION		
	Short Term	Med Term	Long Term
1. To improve the quality of where people work and live, and minimise risks and nuisances	-/+	-/+	-/+
2. To eliminate social exclusion by promoting, maintaining and improving facilities, services and opportunities for all and access to them	+	++	++
3. To minimise opportunities for crime and reduce the fear of crime	0	0/+	0/+
4. To ensure adequate quality and provision of a range of house types to meet local needs in appropriate locations, and maintain and improve the local housing stock and provision of affordable/social housing	0	0/+	0/+
5. To direct development to more sustainable locations and reduce the need to travel	-/+	--/	--/
6. To strengthen transport links between rural areas and towns, and improve conditions for walking, cycling and travel by public transport	-/+	++	++
7. To identify, conserve and enhance biodiversity sites and to maximise opportunities for achieving Biodiversity Action Plan targets	-/+	-/++	-/++
8. To protect and enhance key habitats and species			
9. To reduce contamination, regenerate degraded environments and maintain soil resources and quality	-/+	-/	-/++
10. To promote efficient use of resources	-/	--/	--/
11. To reduce energy consumption and waste production, and facilitate renewable energy	++	++	++
12. To reduce flood risk, protect and enhance water sources and environmental assets, and reduce contributions and vulnerability to climate change	0/+	+	+
13. To protect and enhance the character of the landscape and townscape, historic assets, and maintain and strengthen local distinctiveness and sense of place	0/+	0/	0/
14. To encourage further development of tourism and culture	++	++	++
15. To safeguard the vitality and viability of the District's towns and villages, and create and sustain a vibrant rural economy	-/++	-/++	-/++
16. To strengthen, modernise and diversify the District economy, and promote sustainable economic growth	+	++	++
17. To encourage and support a high and stable level of employment and variety of jobs to meet local employment needs	++	++	++

Summary of Appraisal				
SA Objectives	Short Term (less than 1 year)	Med Term (1-5 years)	Long Term (5 years or more)	
Social	- / ++	- / ++	- / ++	Positive effects increasing over time as investment through development leads to improvements in the quality of the environment and better public transport. There is increased footfall in town centres improving vitality and viability and local facilities in rural areas such as local shops and village pubs are supported. Opportunities for walking, cycling and horse riding are also improved. The development of hubs and gateways, linked trips between attractions and better promotion of public transport services has a positive impact and mitigate against the potential increase in traffic on the road network. Other potential negative impacts are mitigated by protecting / reproducing greenways and providing information to users.
Environment	- / ++	- / ++	- / ++	Positive effect increasing over time as existing and new attractions are supported and events are promoted throughout the year. Improved accommodation will increase the length of time visitors stay in the Churnet Valley and there will be promotion of it's industrial heritage, restoration and enhancement of historical assets, the canals and the River Churnet. There will be a major positive effect resulting from redevelopment of underused, derelict and contaminated sites and opportunities for renewable energy, energy efficiency technologies and for local businesses to adopt green initiatives. There could be potential negative impacts of future development on protected biodiversity sites although there is a clear opportunity to enhance and create further biodiversity over time. Ecological surveys may need to be carried out to establish the presence of species. Future development, particularly on undeveloped sites could affect the local landscape although development harmful to the character of the area would be resisted. The impact of additional visitors may result in increased noise and number of vehicles on the road which should be mitigated by use of gateways and hubs, better promotion of public transport services and the ability to reach the area with sustainable transport modes.
Economic	+	++	++	Positive effect increasing over time as the roles of Leek and Cheadle are strengthened in terms of retail provision, tourist accommodation and tourist facilities and heritage assets are conserved and enhanced. Rural areas will benefit from new job opportunities arising from new and extended visitor attractions and holiday accommodation. Increased tourism will also support existing businesses and allow them to develop. There could be the potential to undermine the role of towns and villages if significant inappropriate development takes place on rural sites so it will be important to ensure that development is appropriate to its location.

Section L Final Masterplan



12.1 The Masterplan has been developed through the consideration of options and informed by the evidence base and Sustainability Appraisal of these options and responses to consultation. There were over 270 representations to the Draft Churnet Valley Masterplan which are detailed in the Consultation Statement (March 2014). The main issues raised were:

- Concerns over the consultation process and why the ‘balanced’ approach **strategy** had been proposed when the minimal change option had received the most support.
- Concerns over the status of the **Masterplan**. This includes querying the relationship between the Core Strategy and the Masterplan, concerns that the Masterplan is being produced in advance of the Inspector’s findings and adoption of the Core Strategy, and a lack of clarity as to the status the Masterplan will have. Concerns were also raised that it was considered that the Draft Masterplan does not reflect the main modifications to the Core Strategy.
- Of particular concern to a number of respondents is the impact of development on the local road network and potential for increased traffic. These are issues which are recognised and have been examined through a **Transport Study** which has informed the Draft Masterplan. There were a number of objections to the Transport Study undertaken by Atkins, in terms of how it was undertaken and its findings.
- Regarding **Alton Towers Resort** a number of issues were raised in relation to the Concept Plan zoning and Permitted Development Areas.
- Concerns over the identification of **Consall Nature Park** in the Draft Masterplan as a hub, with key issues of concern being limited parking, traffic impact on the surrounding area and ecological impact. Staffordshire County Council as owners of the nature park have objected to the identification of Consall Nature Park as a hub due to its sensitive location and limitations on parking and access which are detailed in Appendix 1, and request that the references to it being a hub are removed.
- Request from the RSPB who own and run **Coombes Valley Nature Reserve** that the site has potential to act as a hub with enhanced visitor facilities. The site is currently identified as a gateway and an opportunity site in the draft Masterplan.
- There were a number of objections to **Consall Hall Gardens** being identified as an opportunity site.
- There were a significant number of concerns raised in relation to the proposals in the Draft Masterplan for **Moneystone Quarry** and **Alton Towers Resort**.
- Another issue that was raised among representations was the need for a plan for **monitoring the performance** of the Masterplan.
- The **ecology of the valley** was also an important issue raised by respondents.
- Concern was raised with regards to the **inclusion of OS base maps** showing biodiversity sites within the Masterplan as the respondent consider these should be in the Site Allocations DPD as the Masterplan is not meant to be site specific and the boundaries of the sites are clearly identifiable.
- Natural England initially also raised concerns in relation to the soundness and legal compliance of the Masterplan and were of the view that not enough consideration had been given to Cannock Chase SAC in the **Habitat Regulations Assessment(HRA) Screening Report**.

12.2 The key modifications made to the Draft Masterplan include:

- Removal of Consall Nature Park from being identified as a hub
- Identification of Coombes Valley RSPB Reserve as a hub

- Strengthening the requirements for any development at Consall Hall Gardens to be low key and sympathetic to character of the area and that any landscape impacts are assessed and mitigated
- Inserting additional text for Moneystone Quarry Opportunity Site clarifying status, requirements and implications of Minerals Local Plan in relation to the site
- Deleting reference to increasing access to Alton Towers gardens through ticketing options in Alton Towers Resort Opportunity Site
- Amending Permitted Development Areas for Alton Towers Resort Opportunity Site
- Minor changes to the heritage section of the Development and Management Principles
- Strengthen the reference to improving access to the gardens in 7.7.6 Alton Towers Resort Opportunity Site Concept Statement Zone
- Addition of a reference in the vision to the designation of the Churnet Valley as an AONB will be supported.
- Addition of a reference regarding Bolton Copperworks Opportunity Site Concept Statement to retention of the public house for community use.
- Addition of a reference to improving connectivity for walkers, cyclists, horse riders to wider network under Kingsley/ Froghall CVR Station Hub.
- Regarding Natural England's comments on the HRA Screening Report, this has been addressed through the production of an updated report by the consultancy who prepared the HRA Screening Report. Natural England have confirmed that they are now satisfied that the Masterplan is sound and legally compliant.

12.3 In terms of the options considered and the development of the final approach, it is felt that the 'Balanced Approach' taken forward, which focuses development on key locations and sees minimal development elsewhere, recognising the sensitivity and unique qualities of each of the character areas, is the most appropriate approach in terms of a balance between sustainability and economic impact. It also best reflects comments made to the consultation on options about the unique character of areas of the Churnet Valley and the need for a sensitive approach that sees the protection and enhancement of the natural beauty of the Churnet Valley as a key overriding requirement.

Section M - Equality Impact Assessment



Equality Impact Assessment

13.1 The District Council has a statutory duty under the Equality Act 2010 to eliminate any discrimination on the basis of:

- Age (including children and young people)
- Disability
- Gender reassignment
- Pregnancy and maternity
- Marriage and civil partnership
- Race
- Religion or belief
- Sex
- Sexual orientation

13.2 The Council will undertake an Equality Impact Assessment (EqIA) on any planning policy it adopts and the matrix included as Figure 12.1 provides a suitable way of assessing all these effects together. The likely equality implications of the principles for the Masterplan have been estimated and assessed. The impacts have been recorded as being high, medium, low or neutral (where the effects are likely to be neither positive nor negative).

Plan (Principles)	Impact on Equality		
	Positive	Negative	Details
1. Ensure that communities are at the heart of the future Churnet Valley	Medium	Neutral	Positive benefits for local communities including ensuring that future development brings benefits for local communities. Seeks to ensure a sustainable future for communities in the Churnet Valley.
2. Support local enterprise and create local employment opportunities	Medium	Neutral	Positive benefits through improved economic environment and employment opportunities.
3. Improve accessibility and connectivity	High	Neutral	Positive benefits for all through better access to employment, services and facilities and by more sustainable forms of transport.
4. Respect, enhance and protect the positive aspects of the Churnet Valley	Neutral	Neutral	No significant impacts on equality.
5. Deliver quality and sustainable tourism	Low	Neutral	Positive benefits for all through quality and sustainable tourism.
<p>Conclusions: None of the Principles are identified as having negative impacts on equality. Principles 1,2,3 and 5 are identified as having positive impacts on equality through ensuring future development brings positive benefits for local communities, through an improved economic environment and employment opportunities, better access to employment, service and facilities and by more sustainable forms of transport and through delivering quality and sustainable tourism. Principle 4 is unlikely to deliver any significant positive or negative impacts on equality.</p>			

Picture 13.1 Equality Impact Assessment

Section N - Problems Encountered / Issues Identified



Problems Encountered and Issues Identified

Stage		Who carried this out	When	Problems encountered/issues identified
SA scoping Report	Collection of baseline data for Core Strategy	Data sources identified by SMDC Planners	August/ October 2006	Collection of baseline data for the Core Strategy some of which has been used to inform Masterplan.
	Identification of links to other relevant plans, programmes and objectives	Plans, Programmes and Objectives identified by SMDC	September / October 2006	Significant number of plans and policies identified for the Core Strategy made it difficult to analyse each one in depth.
	Formulation of SA Objectives	SA Objectives formulated and checked against requirements of the SEA Directive by SMDC Planners.	September / October 2006 Consultation November 2006 - January 2007	A number of revisions were made in response to representations received to the Scoping Report consultation. These were predominantly in response to English Heritage, Environment Agency and English Nature.
	Identification of key sustainability issues	Issues identified by SMDC Planners.	September / October 2006	Up-to-date and quantifiable data not available to substantiate all of the identified problems. Past trends and issues observed and identified through recent studies have been indicated.
	Selection of Indicators	Indicators selected by SMDC Planners in conjunction with other SMDC Officers.	September / October 2006	Difficulty in identifying targets for the measurement of achievements. Further work will be carried out on this.
SA of Options	Collection of baseline data for Churnet Valley Masterplan	Data sources identified by SMDC	Summer 2010 to spring 2011	Collection of the baseline data for the Churnet Valley Masterplan took place from summer 2010 to spring 2011.
	SA of Churnet Valley Masterplan Options	Assessed by SA Team including High Peak Borough Council environmental planner, sustainability officer and SMDC Planners.	August – November 2011	During the SA process a member of staff left the authority.
SA of Draft Masterplan	SA of Draft Masterplan	Draft Masterplan assessed by SA Team including High Peak Borough Council environmental planner, SMDC tourism officer and SMDC planners.	March - September 2013	No problems identified.
SA of Final Masterplan	SA of Final Masterplan	Final SA report prepared by SMDC planners	March 2014	No problems identified.

Figure 14.1 Problems Encountered/ Issues Identified

Section O - Sign Posting to Information Required by the SEA Directive



Sign-posting to Information Required by SEA Directive

Requirement of the SEA Directive		Location in SA Report
1	An outline of the contents, main objectives of the plan or programme, and relationship with other relevant plans and programmes;	Section 3.0, 4.0 and 5.0 and Appendix 1 of Scoping Report and Churnet Valley Masterplan Baseline Report
2	The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme;	Section 6.0, 7.0, Appendix 2 of Scoping Report and Churnet Valley Masterplan Baseline Report
3	The environmental characteristics of areas likely to be significantly affected;	Section 6.0, 7.0, Appendix 2 of Scoping Report and Churnet Valley Masterplan Baseline Report
4	Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Appendix 2 – Scoping Report and Churnet Valley Masterplan Baseline Report.
5	The environmental protection objectives, established at international, Community or national level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation;	Appendix 1 – Scoping Report and Churnet Valley Masterplan Baseline Report
6	The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. (Footnote: These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects);	Sections F, G, H, I, J, K - Final Churnet Valley Masterplan Sustainability Appraisal
7	The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme;	Section K – Final Churnet Valley Masterplan
8	An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information;	Sections D, L and N - Final Churnet Valley Masterplan Sustainability Appraisal
9	A description of measures envisaged concerning monitoring in accordance with Art. 10;	Section Q - Final Churnet Valley Masterplan Sustainability Appraisal
10	A non-technical summary of the information provided under the above headings	Final Churnet Valley Masterplan Sustainability Appraisal
11	The report must include the information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of the assessment (Art. 5.2)	All relevant information has been considered in undertaking the SA of the Churnet Valley Masterplan
12	Consultation: <ul style="list-style-type: none"> ▪ Authorities with environmental responsibility, when deciding on the scope and level of detail of the information which must be included in the environmental report (Art. 5.4) ▪ Authorities with environmental responsibility and the public, 	Appendix 5 – Scoping Report Methodology set out in Section

	shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Art. 6.1, 6.2)	15.0 – Scoping Report.
	<ul style="list-style-type: none"> ▪ Other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Art. 7). 	N/A
13	Taking the environmental report and the results of the consultations into account in decision-making (Art. 8)	Section C, D, F, G, H, I, J, K, L – Final Churnet Valley Masterplan Sustainability Appraisal
14	<p>Provision of information on the decision: When the plan or programme is adopted, the public and any countries consulted under Art.7 must be informed and the following made available to those so informed:</p> <ul style="list-style-type: none"> ▪ The plan or programme as adopted ▪ a statement summarising how environmental considerations have been integrated into the plan or programme and how the environmental report of Article 5, the opinions expressed pursuant to Article 6 and the results of Consultations entered into pursuant to Art. 7 have been taken into account in Accordance with Art. 8, and the reasons for choosing the plan or programme as adopted, in the light of the other reasonable alternatives dealt with; and ▪ the measures decided concerning monitoring (Art. 9) 	Churnet Valley Masterplan and Final Churnet Valley Masterplan Sustainability Appraisal
15	Monitoring of the significant environmental effects of the plan's or programme's implementation (Art. 10)	Section 17.0 – Scoping Report and Section Q Final Churnet Valley Masterplan Sustainability Appraisal
16	Quality Assurance: environmental reports should be of a sufficient standard to meet the requirements of the SEA Directive	Section P – Final Churnet Valley Masterplan Sustainability Appraisal

Figure 15.1 Sign-posting to information required by SEA Directive

15.1 Relevant reports:

- Sustainability Appraisal of the Churnet Valley Masterplan Options Report 2012
- Churnet Valley Masterplan Options Report 2012
- Churnet Valley Masterplan Baseline Report
- Draft Churnet Valley Masterplan September 2013
- Sustainability Appraisal of Draft Churnet Valley Masterplan September 2013
- Consultation Statement September 2013
- Churnet Valley Masterplan Supplementary Planning Document March 2014
- Final Sustainability Appraisal Churnet Valley Masterplan March 2013
- Consultation Statement March 2014

Section P - Quality Assurance Check



Quality Assurance Check

Objectives and Context	
- The appraisal is conducted as an integral part of the plan-making process.	✓
- The plan/strategy's purpose and objectives are made clear.	✓
- Sustainability issues and constraints, including international and EC environmental protection objectives, are considered in developing objectives and targets.	✓
- SA objectives, where used, are clearly set out and linked to indicators and targets where appropriate.	✓
- Links with other related plans, programmes and policies are identified and explained.	✓
- Relates the requirements of the SEA Directive to the wider SA.	✓
Scoping	
- Authorities and other key stakeholders with a range of interests that are relevant to the plan and SA are consulted in appropriate ways and at appropriate times on the content and scope of the SA Report.	✓
- The assessment focuses on the significant issues.	✓
- Technical, procedural and other difficulties encountered are discussed; assumptions and uncertainties are made explicit.	✓
- Reasons are given for eliminating issues from further consideration.	✓
Options	
- Realistic options are considered for key issues, and the reasons for choosing them are documented.	✓
- Options include 'do nothing' scenario wherever relevant.	N/A
- The sustainability effects (both adverse and beneficial) of each option are identified and compared.	✓
- Inconsistencies between the options and other relevant plans, programmes or policies are identified and explained.	✓
- Reasons are given for selection or elimination of options.	✓
Baseline Information	
- Relevant aspects of the current state of the plan area (including social, environmental, and economic characteristics) and their likely evolution without the plan are described.	✓
- Characteristics of areas likely to be significantly affected are described.	✓
- Difficulties such as deficiencies in data or methods are explained.	✓
Prediction and Evaluation of Likely Significant Effects	
- Effects identified include the types listed in the SEA Directive (biodiversity, population, human health, fauna, flora, soil, water, air, climate factors, material assets, cultural heritage and landscape), as well as other wider sustainability issues (employment, housing, transport, community cohesion, education, etc).	✓
- Both positive and negative effects are considered, and the duration of effects (short, medium or long-term) is addressed.	✓
- Likely cumulative (including secondary and synergistic) effects are identified where practicable.	✓
- Inter-relationships between effects are considered where practicable.	✓
- Where relevant, the prediction and assessment of effects makes use of accepted standards, regulations, and thresholds.	N/A
- Methods used to appraise the effects are described.	✓
Mitigation Measures	
- Measures envisaged to prevent, reduce and offset any significant adverse effects of implementing the plan are indicated.	✓
- Issues to be taken into account in project consents are identified.	✓
The SA Report	
- Is clear and concise in its layout and presentation.	✓
- Uses simple, clear language and avoids or explains technical terms.	✓
- Uses maps and other illustrations where appropriate.	✓

- Explains the methodology used.	✓
- Explains who was consulted and what methods of consultation were used.	✓
- Identifies sources of information, including expert judgement and matters of opinion.	✓
- Contains a non-technical summary covering the overall approach to the appraisal, the objectives of the plan, the main options considered, and any changes to the plan resulting from the appraisal.	✓
Consultation	
- Authorities and the public likely to be affected by, or having an interest in, the plan are consulted in ways and at times which give them an early and effective opportunity within appropriate time frames to express their opinions on the draft plan and SA Report.	✓
Decision-making and Information on the Decision	
- The SA Report and the opinions of those consulted are taken into account in finalising and adopting the plan.	✓
- An explanation is given of how they have been taken into account.	✓
- Reasons are given for choosing the plan as adopted, in the light of other reasonable options considered.	✓
Monitoring Measures	
- Measures proposed for monitoring are clear, practicable and linked to the indicators and objectives used in the appraisal.	✓
- Proposals are made for action in response to significant adverse effects.	N/A
- Monitoring enables unforeseen adverse effects to be identified at an early stage. These effects should include predictions which prove to be incorrect.	N/A
- During implementation of the plan, monitoring is used where appropriate to make good deficiencies in baseline information in the appraisal.	-

Figure 16.1

Section Q - Implementation of the Churnet Valley Masterplan



Monitoring Implementation

17.1 The Masterplan will provide a comprehensive framework for future development in the area which identifies opportunities and measures to help regenerate and manage this important rural area based around sustainable new development.

17.2 In order to successfully implement the Masterplan there is a need for a coordinated implementation and delivery plan. The initial priorities are over a ten year time frame and are set out in Section 9 'Implementation and Delivery' of the Masterplan. The delivery of the Masterplan will require a partnership approach to implementing the proposals and therefore it will be very important for the Council to work closely with its partners to ensure its success and to be clear about what is required to deliver development, who will deliver it and when it will be required.

17.3 Monitoring of the SA allows the actual effects of implementation of the Masterplan to be identified. It will be included as part of the District Council's Annual Monitoring Report.

