

Stoke Town and Spode Works

Public Consultation Report_FINAL DRAFT

April 2011





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1: Introduction

This report illustrates the findings from the roundtable and public consultation. The main findings are outlined in the body of the report and a full write up of the questionnaires is appendage at the end of the report.

In the summer of 2010 URBED and its consultancy team comprising of, ARUPS, DTZ and Jan Gehls won a design competition to undertake a masterplan for the regeneration of Stoke Town and the Spode Works in the City of Stoke-on-Trent.

Public consultation is a key part of all URBEDs work and during the masterplanning process there have been several specific consultations held.

- Roundtable workshop - held to gather the main views of the key stakeholders in the area.
- One-to-one consultation - held to gather the ideas from key representatives.
- Public bus consultation and statutory consultation period - held to present the masterplan options for the area.
- Children's consultation - held to gather the views of the local children.
- Proposed option consultation - held to gather the views on the revised plans following amendments from the previous consultation.





2. Roundtable Consulta-

2.1 Introduction

A roundtable workshop was held in the Kings Hall to gather the views of from Key stakeholders in the town for the future of Stoke Town and the Spode Works.

The consultation process was initiated by a roundtable workshop, where key stakeholders were invited to discuss the current key issues and opportunities for Stoke Town and the Spode Works. The consultation was held on the evening of Tuesday 12th October 2010 at the Kings Hall in Stoke Town.

The event was well attended with over 80 attendees, who were split into roundtable groups of approximately 10, each with a facilitator from the consultant team.

The evening was divided into two sessions, it was started with a introduction by Kevin Bell, the project manager from the client team. This was followed by an introduction to the consultant team by David Rudlin from URBED.

The first session, Mapping the Issues involved using plans of the area to look at the issues across 3 scales;

- Wider Issues - The role of Stoke Town in Stoke
- Local Issues - Stoke Town
- Site Issues - The Spode Site

Stakeholders were asked:

- What is it that you like most about each area?
- What is it that you dislike the most about each area?
- To identify where on a map these likes and dislikes are located.

Following this a presentation was given by David Rudlin about the teams understanding of the issues in the area and the process that had been taken in developing the plans for the design competition entry. This explored our ideas on;

- The role of Stoke Town in Stoke
- Growing your own urbanism
- Rediscovery, Repair and Renewal

The second session, Levels of intervention over time looked at what people would like to see happen in Stoke Town and the Spode Works in the near and distant future, by writing their desires onto Post-it notes.

The workshop was rounded up by feedback from each table so that everyone could see what the other groups had been discussing.

What follows is a summary of the main issues and challenges raised by the evenings discussions. These will help form a base from which we will develop a masterplan for Stoke Town and the Spode Works.

Alan Shenton	Spode Works	Liz Perry	Stoke West & Oakhill Residents Association
Andrew Bourne	Bourne Sports		
Andrew Brassington	SHOP	Margaret Knight	Stoke Minster
Andrew Dobraszyc	Spode Museum	Mark Brereton	
Andrew Heaward	Sports Leisure Services	Marshall Fear	Staffordshire HA
Barney Hareduke	BCB	Martin Brown	Staffordshire University
Ben Harding	SHOP project	Michael Bate	Stoke West & Oakwell Residents Association
Ben Williscroft	Urban Designer		
Bill Klemperer	English Heritage	Miranda Goodby	Spode Museum
Brian Davies	Head of Planning	Monienne Stone	SHOP
Carole Bagnall	External Funding Team	Nemone Stone	SHOP
Chris Powell	Kraftkabin	P Joynson	Cllr
Chris Smith	Wardell Armstrong	Patricia Grosvenor	Potterskiln UK
Christopher Litherhand	Culturing Stuff	Paul Holdway	Trustee of the Spode Musuem
Clare Reynolds	re:stoke	Paul Rogerson	re:stoke
Cllr Jeremy Dillion	Councillor	Pauline Grosvenor	Potterskiln UK
CllrKassem Al-Khatib	Cllr Hartshill and Penkhull	Pauline Lawrence	SCC
Cynthia Bruce	Aisle-of-Brides	Philip J. White	T.K.H. Services Ltd
Dave Hallam	SCC	Rainer-Elk Anders	Staffordshire University
David Dumbelton	Trent and Mersey Canal	Ray Steels	Developer
David Hodgkinson	Wardell Armstrong	Richard Gray	Trustee of the Spode Musuem
David Lingwood	Rector & Area Dean of Stoke & Churches	Robert Cochtrane	Athuria Artists
		Sarah Nadin	re:stoke
David Wilshaw	Wardell Armstrong	Simon Boote	SGB World Service LTD
David Yarker	Photographer	Sue Haywood	Architecture Student
Deborah Rogers	Artist- The cultural sisters		
Elizabeth Hughes	PhD Student Staffordshire Uni		
Fiona Hyton	SCC		
Frank Bruce	Aisle-of-Brides		
Gemma Thomas	SHOP		
Gina Facciponti	Stoke Traders Association		
Greg Stevens	Boat Band		
Heidi Burgoyne	University Quarter		
Hilary Hughes	Barts		
Joanne Tyzzer	SCC		
John Democratis	Trustee of the Spode Musuem	Facilitators	
John Holmes	Cultural Development Team		
John Lawrence	Architect Stoke City Council	David Rudlin	URBED
John Nichol	Transport Planning Manger	Charlie Baker	URBED
John Walley	Stoke Minster	Andrew Bradshaw	URBED
Julie Obada	Head of Tourism	Grace Manning-Marsh	URBED
Julie Powell	Kraftkabin	Paul Irwin	ARUP
Karlton Rowley	Director Industry Creative	Jonathan Turner	DTZ
Kate Lynch		Lin Christina	Gehls
Kate Roe		Rasmus Frisk	Gehls
Kate Warburton	The National Trust		
Kath Holdway	Trustee of the Spode Musuem		
Lisa Donovan			
Lisa Wilding	Culturing stuff		

2.2 Part 1 - The Issues

The first session instigated a lively debate with the Kings Hall a bustle of activity as people discussed their likes and dislikes of the area. The discussions focused on the local and site issues of Stoke Town and Spode Works.

Likes

Stoke Town

Social

- Good communication
- Friendliness
- Location
- Strong heritage
- Architecture and archaeology
- Creative people with ideas
- Different socially compared to other places in the city
- Musical heritage
- People/pride
- Premier football team
- Library is very good and provides excellent service
- Coffee culture
- Peoples’ response to ideas (energy)
- Built on creative excellence, training artists
- Minister
- Potteries

Economic

- Reasonable prices
- Skills base
- Centre of public administration
- Unique market
- Portmerion
- University
- 6th form

Physical

- Town spread out with a sense of space
- Green spaces are good where they exist
- Wildlife
- Conservation area (protection)
- Canal network
- Transport
- Integrated planning
- Bottle ovens
- Student links
- Stoke is flat and walkable
- Stoke is bicycle friendly with good cycle links
- Plenty of car parking (but not necessarily in the right places)
- Having a bus interchange
- Neat town that is accessible and easy to get around
- Nice buildings and good architecture
- Railway station
- M6 / A500
- Distinctiveness- physically and culturally

Potential

- Potential for development
- Potential to regenerate Stoke centre around Spode Works
- Potential for regeneration to be iconic and make a big impact
- Potential to celebrate the industrial heritage
- Potential to celebrate creativity, art and design
- Potential to use existing buildings for contemporary use
- Opportunity for national/international interest and visitors
- Loyalty potential
- Canal opened up- craft shops

Spode Works

- Industrial and creative heritage
- Size
- Architecture
- Not derelict
- Hidden details
- Hidden courtyards
- Spode site has fantastic buildings and heritage especially 'The Blue Room'
- Library building
- Proximity to train station
- Close to university and could retain graduates
- Well connected to M1/M6 and could become a destination
- Ceramics



Potential

- Shop floor with skylights
- Spode is a huge opportunity
- Potential for hotel- with conferencing facilities and entertainment for under 16s, such as emporiums
- Shops could potentially focus on the office worker clientele
- Potential to make spaces available for creative businesses

Dislikes

Stoke Town

Social

- International draw has gone
- Lack of community feeling amongst residents
- Loss of civic pride and identity
- Reputation is perceived as poor and non-existent
- Lack of attractions
- Lack of leisure facilities
- Lack of playgrounds
- Lack of facilities for university students
- Limited choice of places to go for lunch
- Lack of nightlife
- No reason to come into town

Economic

- Loss of shops and museums
- Lack of money
- Lack of employment
- Competition from other towns
- Not enough independent shops
- Major issues with the council
- Poor shops and some vacant
- Low Indices of deprivation
- Poor graduate retention
- Fragmentation of investment
- Lack of Investment unlike Hanley
- Under-utilised assets
- Ad-hoc planning

Physical

- Limited green areas
- Access into Stoke Town from the A500 is poor
- Under-use and loss of canal is a lost opportunity
- Not enough hanging baskets
- Better housing needed
- Poor condition of heritage
- A500 is a barrier
- Canal is a barrier
- Unattractive walk and confusing arrival from the train station

- Road layouts are a problem
- Transport issues
- Poor signage
- Public realm is poor
- No champion
- Parking is an issue (charges)
- Lack of good hotel provision
- Spode site is inward looking
- Poor city advocating (does not sell it enough)
- City cycling is poor
- Weak public Transport Links
- Safety Perceptions/issues

Spode Works

- Cut off by the A500 barrier
- No connection to the railway station
- Spode site is inward looking



A500 creates a barrier for the town



Derelict Spode Works

2.3 Part 2 - Levels of Intervention over time

The second part of the workshop involved people identifying what they would like to see and where. Each group came up with an array of different ideas which can be grouped under the following headings;

- Social
- Economic
- Physical

Social

Across each group the idea of more events and facilities in Stoke Town and the Spode Works site was a high priority. The desired mixture in the type of these varied greatly; from capturing the unique heritage of the area, to encouraging more people into the town and providing better facilities to those that live and work in the town. A list of the things that were discussed are displayed below.

General

- Stoke as a 'Boutique Creative Town'
- Make Stoke the centre of artist production (not just sales/display)
- Artist support networks
- Temporary artwork/interventions in mean-time to draw people into area

Events

- Music Festival
- Food Festival
- Beer Festival
- More events in the market square
- Farmers markets
- More use of Kings Hall for events
- Create activities within the town
- Temporary theatre in disused shops
- Outdoor art installations in various locations in Stoke
- Big events to link both sides of the D-road
- Contemporary temporary band stand

Facilities / Venues

- Create museums, heritage centre, galleries and cultural areas spread around town rather than in one concentrated area
- Victoria Ground could be developed for leisure use in the short term
- Student venue
- Floating café
- Better Arts facilities
- Indoor performance venue
- Ice rink leisure complex
- Multi- pottery heritage centre
- Community playhouse/theatre space
- Café
- Fishing, kayaking and canoeing
- Children activities
- Open air cinema
- 'Living' interactive museum
- Create a theatre/cinema
- Stoke city museum on original site
- Exhibition/convention centre
- Bridge
- Swift house could be a visitor attraction
- Community garden/allotments incorporating Indian/English Caribbean produce, Harvest festival
- Climbing wall (engine house)
- Restaurants
- Privatised Kings Hall

Sports

- Create playing fields for the local school on Stoke football ground
- Low level community sports facilities
- Football Pitches with changing rooms



Economic

The ideas presented for improving the economy of the town included; improving the linkages between key areas of the town; allowing different assets such as the university to work better with the town; increasing the range of shops on offer, including high street retail and independent businesses; offering business support for new business and community groups; and focus on the parking charges issue by reducing rates to encourage people into the town at certain times to increase spending.

Shops

- Bigger named shops
- M&S
- Next
- Second hand clothes shops for students

'vintage'

- Stoke City shop- Stanley Matthews memorial
- Shops at rear of Spode site
- Street market in Spode Site
- Sort out empty shop problem
- Shops could open until 8pm
- Secondhand book store
- Independent shops and crafts

Creative shops and studios

- Spode site could be a commercial art gallery
- Workshops
- Studios for artists
- Workshops/shop fronts for artists
- Creative digital media centre

- Studio space for artists from Staffordshire University
- Animation Hub
- 21st Century Ceramics

Business support

- Offer attractive business rents
- Encourage independent businesses
- Stoke needs a new industry
- Town-wide free wi-fi
- Internet based businesses
- Support local groups trying to generate new life/activities
- Potteries in USP but need to find (crucial) new balance
- Mixed use development

Linkages

- Link IBI university and town
- Encourage student spending in the town
- Staffordshire University should occupy some of the studios and provide rent on Spode site



Plans from the workshop

2.4 Summary of Findings from the Roundtable Consultation

The roundtable workshop presented some very interesting ideas in relation to the regeneration of Stoke Town and the Spode Works. There were common themes that ran across each group in each of the key questions asked.

Heritage, community spirit and the university all featured highly in the 'likes' of Stoke Town. These are important attributes to the town offering a great deal of potential to enhance the area. The potential of the area was recognised by the stakeholders with the idea of developing Stoke Town into a creative industries hub and to work with the existing buildings.

The heritage, uniqueness and size were highlighted as some of the 'likes' of the Spode Works. The great opportunity and potential for this site was realised by the stakeholders, citing that this would be a prime location for studio space, art galleries, creative industries and theatre space.

While discussing the dislikes of the town there was a strong emphasis on the lack of good shops in the town, lack of activities for children of all ages to do and the lack of open space and greenery in Stoke Town. These are features that need to be looked at in greater depth during the development of the masterplan process, in order to try to improve the provision of these features in the town. Another strong 'dislike' of the town was the barriers created by the A500, railway and canal, although these features were also specified as attributes to the town, improving connectivity with other places, people felt that more needed to be done to improve the connections across these three barriers between the 2 sides of the town.

The ideas presented in the second part of the workshop included a whole array of things to improve Stoke Town and the Spode Works. These covered several themes, which were;

- Events
- Facilities / Venues

- Sports
- Shops
- Creative shops and studios
- Business support
- Linkages
- Parking
- Infrastructure
- Open space and waterways
- Buildings
- Housing
- Signage and lighting

People are keen to see the area play host to an array of different events and functions, from plays and shows, to specialist markets and festivals. Focus on building on the heritage of the area was a high priority, with the Spode Works site highlighted as a great place for a creative centre. A convention and/or exhibition centre has also been mentioned, with suitable locations near the station or by the Spode Works.

As well as events, the town is also in need of a better range of shops. People felt that high street retail and independent shops would be good for the town. The opportunity of Spode Works for allowing cheap rates for new independent businesses was expressed along with the possibility of live work units on the Spode Site.

Many other ideas were presented relating to improvements in the connectivity of the area, through new bridges and improved walkways and cycle ways particularly along the canal.

The ideas presented at the roundtable consultation have been used to develop a set of options for the regeneration of Stoke Town and the Spode Works.



Plans from the workshop

3. Public Consultation

3.1 Introduction

Public Consultation days were held at the beginning of the statutory consultation period to allow people to come and discuss their views on the proposed plans with member of the consult team

The options for the town were drawn up following the outcomes of the roundtable workshop and baseline analysis. These options were put out to a statutory public consultation in december 2010. At the start of the 6 week statutory consultation 2 public consultation days were held on the URBED Routemaster Bus to display the options for Stoke Town and the Spode Works.

The consultations were held on 2 separate days with the bus visiting various locations around Stoke Town and having a presence at the Stoke Town Christmas lights switch on.

- Wednesday December 1st
- Staffordshire University Campus, Leak Road Site; 10.30am - 12 noon
 - The Market Square; 12.30pm - 8pm

- Saturday December 4th
- The Market Square; 10.30am - 12 noon
 - Victoria Ground; 12.30pm - 2pm
 - Villas Playground; 2.30pm - 4pm
- Both consultation days were very successful, with people braving the snow and freezing conditions to come and view the plans and let us have their views. The event saw over 150 people come and view the plans, with a further number having viewed the plans online, and more at the display in the Stoke Town Local Service Centre, where the plans have been on show for 6 weeks.

In total we have had 73 questionnaire responses to date and a summary of the key findings is set out on the following pages. A full list of the results and comments is available at your request.



3.2 Key Findings

The concept of redeveloping the area is very widely supported, with the aims of the masterplan receiving an overwhelming 95.6% of community support. 42% of the responses 'strongly agreed' with the plans, while a further 53.6% agreed with the plans. There were no responses that disagreed with the plans, however 4.3% were undecided.

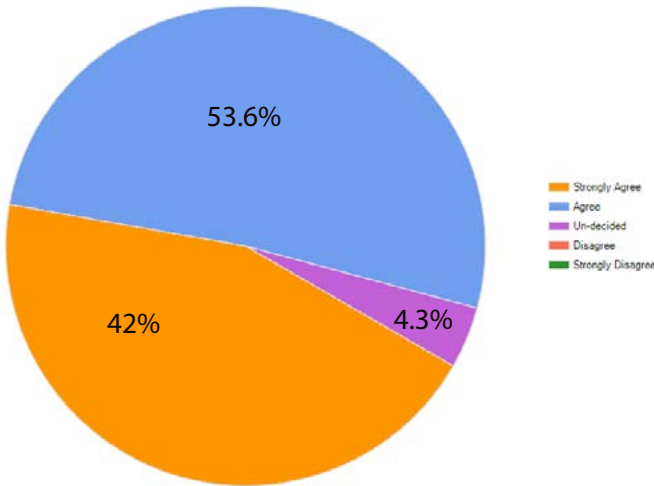
This creates a strong platform for the development of a masterplan for the area, allowing there to be elements of change in the area and new proposals put forward.

- Some of the comments that were made in reference to the aims of the masterplan included;
- It was about time that something happened
 - Regeneration is greatly needed in the area
 - Making more of the heritage of the area is just what Stoke needs to bring it back to life.

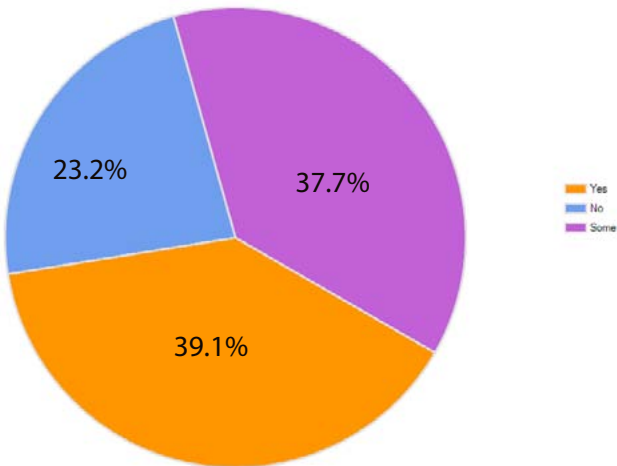
As part of the consultation we illustrated a list of things that had recently happened in Stoke to show that progress was being made, we coined these, 'Reasons to be cheerful'. Over 75% of people knew about some or all of these things, with 23.2% not knowing about any of the reasons to be cheerful.

This indicates that while many of the ideas and projects being undertaken in the town are being recognised there is still a need for better publicity of some things to ensure that people in the town are aware of these positive changes. This can have a positive impact on peoples impression of the area, showing that change is and will continue to happen.

What do you think of the aims of the masterplan?



Did you know about the reasons to be cheerful and the improvements that have taken place?





	1 (poor)	2	3	4	5 (excellent)
Option 1	6.5%	6.5%	35.5%	35.5%	16.1%
Option 2	3.2%	8.1%	25.8%	25.8%	37.1%
Option 3	22.6%	14.5%	30.6%	17.7%	14.5%

Spode Works

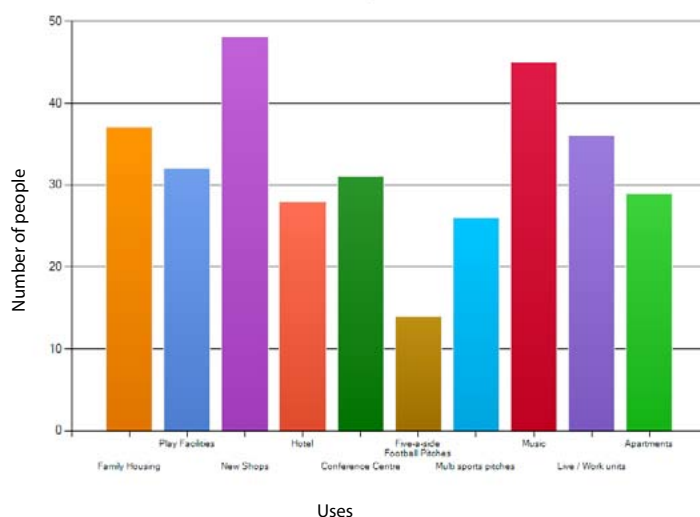
Stoke Town uses:

From the responses it is apparent that people would like to see a whole array of different uses in Stoke Town. Some of which already exist in the Town and people would like to see more of, and others, such as a conference centre and live work units, that do

not currently have a presence in the town. There were several other suggestions made including;

- More green space / parks
- A museum
- Exposure of heritage
- Public square

What facilities / uses would you like to see in Stoke Town?

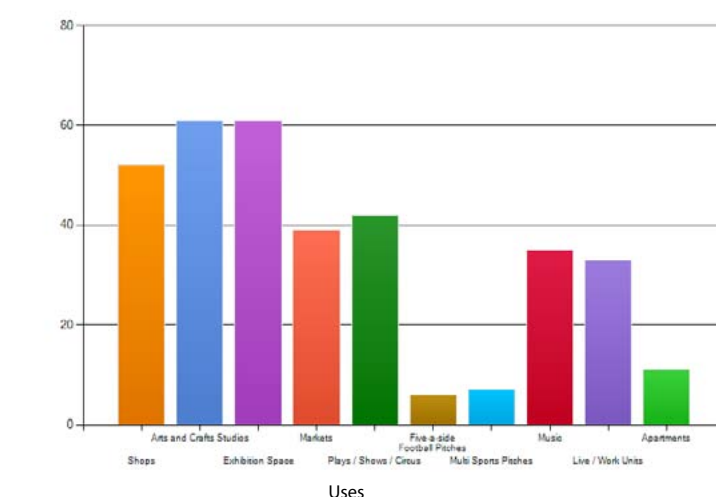


These uses would bring a host of more activity to the area, creating more jobs and places for people to live and stay.

Spode Works uses:

From the results it is clear that within the Spode site people would like to see a very creative hub of activity. Unlike in the uses people would like to see in Stoke Town, on the Spode site there is less desire for residential and sports uses. Arts and crafts studios, exhibition space, shops and theatrical displays are the most popular.

What facilities / uses would you like to see on the Spode Works?



This reinstates what we have been told from the first round of consultation about getting creative uses back onto the Spode site.

There were several other suggestions made including;

- A museum
- An educational facility
- Cafes, restaurants and bars
- Canal marina
- Green space
- Dance studios

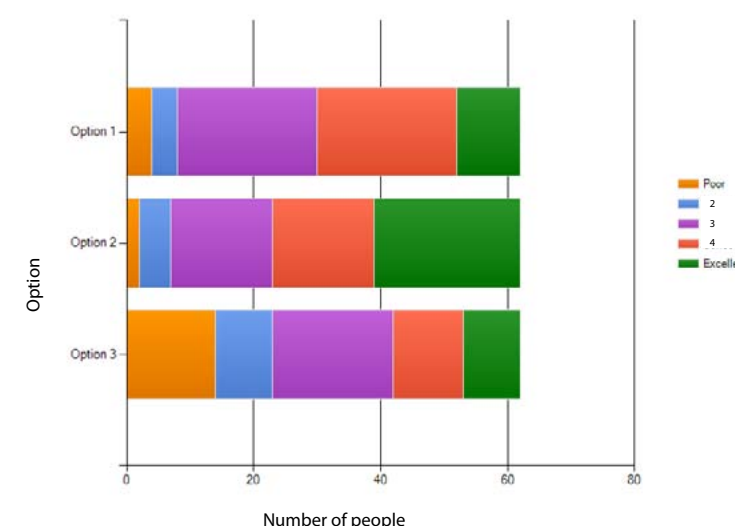
The options for the different development sites were all relatively well received. The following results outline which is the preferred option for each of the 3 development sites.

Spode Works

Option 2 was the preferred option for the Spode site, with people liking the improved linkages from the station, across the A500 and canal to the site. The least preferred option was option 3, with 22.6% stating it was poor, in comparison to only 6.5% and 3.2% thinking that option 1 and 2 were poor, respectively.

The addition of a supermarket onto the site was not well received, resulting in option 3 being the least preferred option. People are keen for the site to be retained and for it to foster creative and independent

The ratings for the three options for Spode Works and Links Site



uses on the site. Despite issues with the supermarket in this option 63% of people still rated this 3 and above, indicating that the retention of creative uses such as the ceramics centre and studio space is still widely preferred even with part of the site released for a food store.

Option 1 was also well received with the uses on the site being agreed with, however the lack of the linkages between the station and the site meant that it was not as favourable as option 2.



	1 (poor)	2	3	4	5 (excellent)
Option 1	3.6%	14.4%	39.3%	33.9%	8.5%
Option 2	0%	12.5%	32.1%	41.1%	14.3%
Option 3	3.4%	10.3%	39.7%	25.9%	20.7%

London Road Corridor Site

This site has presented a residential development site. The proposals show 3 different variations for residential developments, from apartments to family housing. Results show that although option 2 had the highest percentage rating, both the other options were very well received with the highest percentage in option 1 and 3 scoring a three.

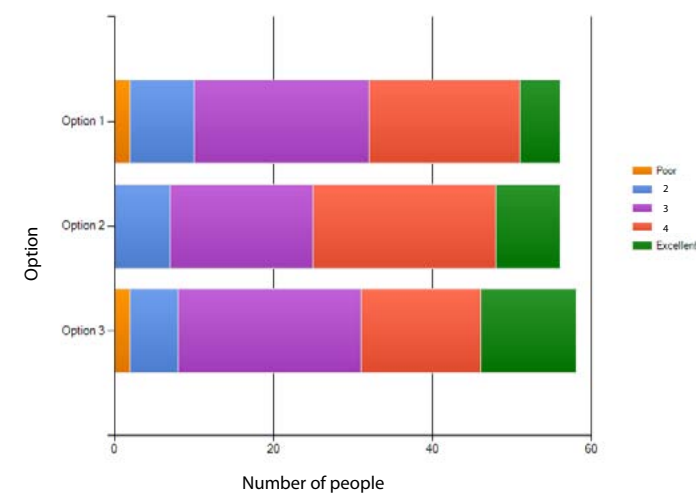
This indicates that while the option with medium density family housing is the preferred option, the other styles of housing are also agreed with.

Comments relating to this option included;

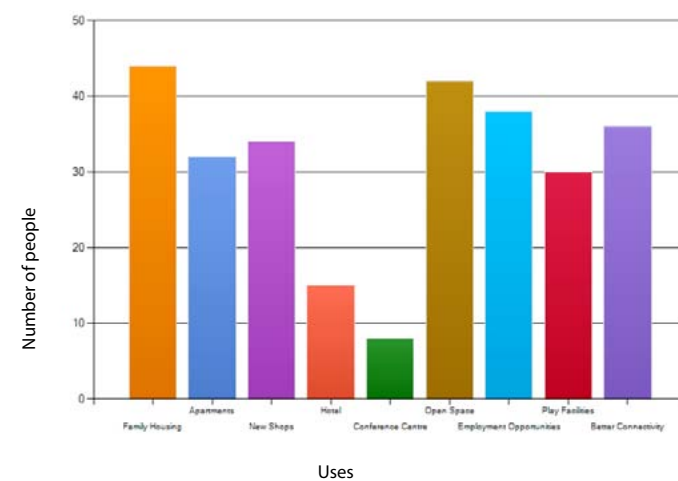
- London road is the most suitable location for new housing in Stoke
- Affordable housing is more preferable than grandiose 'villa' style housing
- A good mix of shops and houses are needed to support the infrastructure

The facilities that people would like to see in this area are conducive to more sub-urban areas, than the uses people wanted to see on the Spode site. Family housing, open space and shops all scored highly. As did employment uses and better connectivity, indicating that people would like this area to not become a complete residential suburb of Stoke Town but still offer a mix of uses, that can benefit the people of the town and economy.

The ratings for the three options for London Road Corridor Site



What facilities / uses would you like to see on the London Road Corridor Site?



	1 (poor)	2	3	4	5 (excellent)
Option 1	10.5%	7.0%	21.1%	31.6%	29.8%
Option 2	7.7%	5.8%	42.3%	36.5%	7.7%

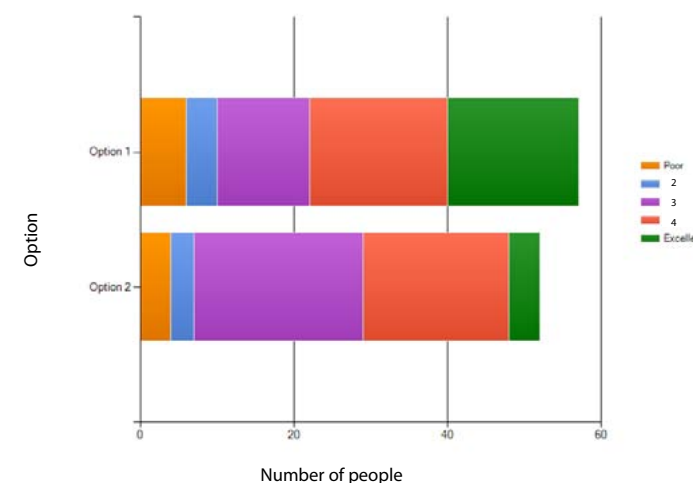
Victoria Ground

The results for this site indicate that people are happy with the area being used for residential development, however they would prefer if there was an element of commercial use on the site. With 29.8% voting 5 for option 1 over only 7.7% voting 5 with option 2. In general people were also in favour of some open space on this site.

Comments relating to this option included;

- Something needs to be done with this memorable site.
- Housing would be a great use for this site
- This would be a good space for a park and some open space.

The ratings for the two options for the former Victoria Ground Site



What Ifs....

...People were asked what would be their 3 top 'What Ifs' for Stoke Town. The most popular suggestions are illustrated below.

Each plate represents the number of times a 'what if' was requested

...There were better connections in the area, particularly between the station, town and university



...The Spode Works could be brought back to life, building on the areas heritage and kick start the regeneration of the area



...The town was not dominated by cars



...The canal and river were better used



...There were more green spaces/ parks/ trees and areas to play



...The Spode Works housed a visitor attraction/ museum / heritage centre



...The Kings Hall was better used for events



...There were more pedestrian friendly areas



...Better provision of family housing



...Improved local economy



...More shops



...Stoke became a centre for the arts and culture



...Spode Works became renowned as a centre of creative activity



...New 'stuff' was really well designed



...Better use of the market area



...New public square



At Present...



The Canal



Kingsway Square



London Road

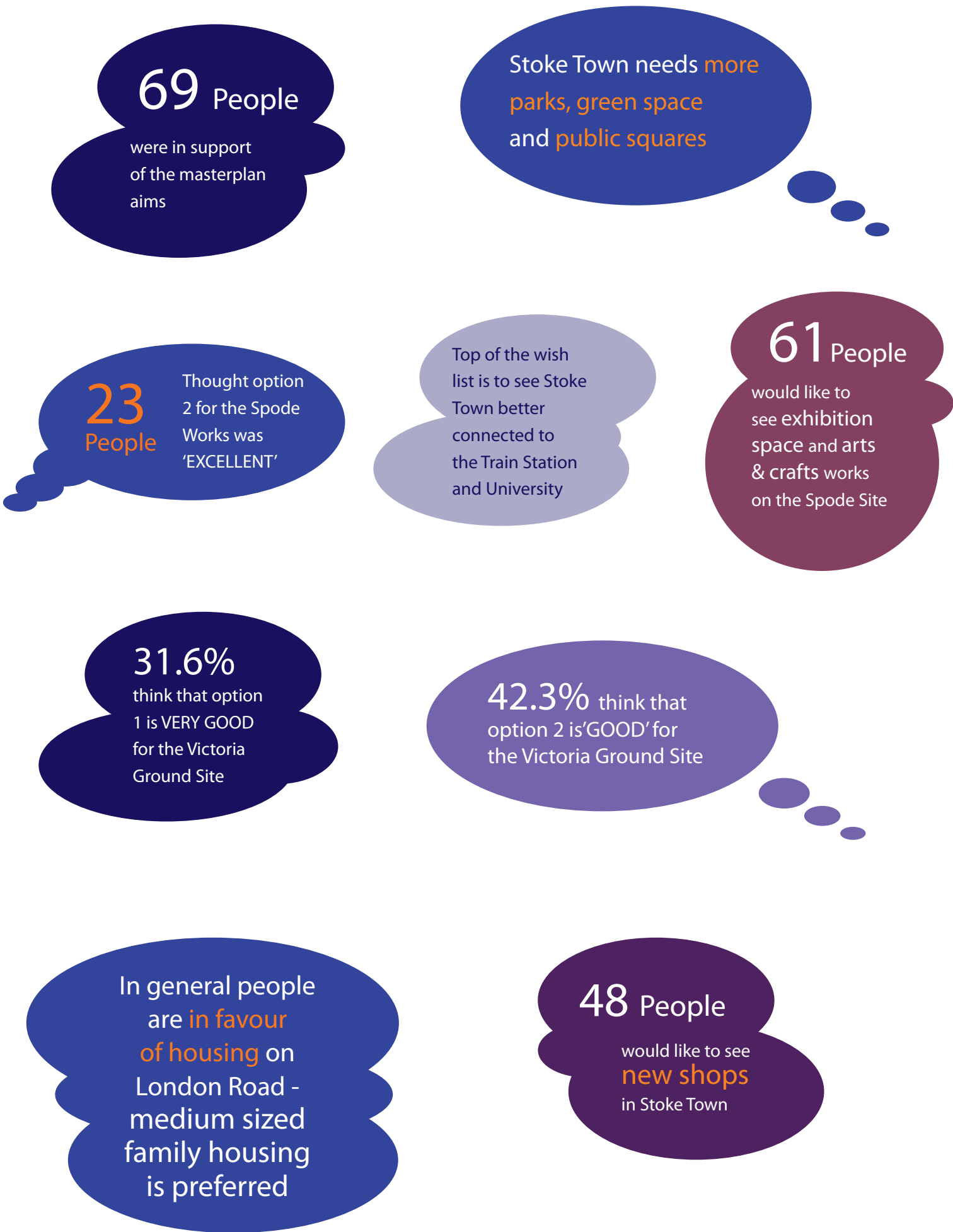


Spode Buildings

What it could be...



3.3 Summary of Findings from Public Consultation



4. Childrens Consultation

A children's consultation was held with year 3 students at Willows Primary School at the end of 2010, to gather their views on the town and the Spode factory and what they would like to see in the future. Children are often over looked in the consultation process, however their thoughts and views are incredibly important.

The consultation was held by members of the re:stoke organisation who have been working with children in the town to gather their aspirations for the town.

The children, ranging from ages 6-8 were asked the following questions:

- What do you like about living in Stoke?
- What don't you like about living in Stoke?
- What would you like the Spode factory to be in the future?

In addition to these questions the children were given the opportunity to draw how they envisaged the new Spode development to look like. There were some great answers to the questions and some fantastic ideas depicted in the drawings.

Some of the common themes that came out of the questions are as follows;

What do you like about living in Stoke?

- Funsters
- Sainsburys
- The Park
- School
- Everything
- The Shops

What don't you like about living in Stoke?

- The graffiti
- Teenagers hanging around on the streets
- Roads
- Too much pollution
- Need more things to do, like a skate ramp/park

- Not enough sports facilities
- Not enough shops

What would you like the Spode factory to be in the future?

- Art and cooking clubs
- Cinema
- Museum
- Open space/football pitch/grass
- An interactive pottery centre where you can paint plates
- Science lab
- Playing area
- Swimming pool
- Skate ramp
- Art and crafts centre
- Art gallery

The problems identified by the children illustrate that there need to be more facilities for younger and older children to do in the town, which could be catered for in the new development of the Spode site and the other areas of Stoke Town.

There were some very interesting suggestions for the site, many of which are similar to the uses stated by the adults of Stoke Town. The creative industry uses, museums and galleries are all uses that would fit well onto the site and should be incorporated into the plans.

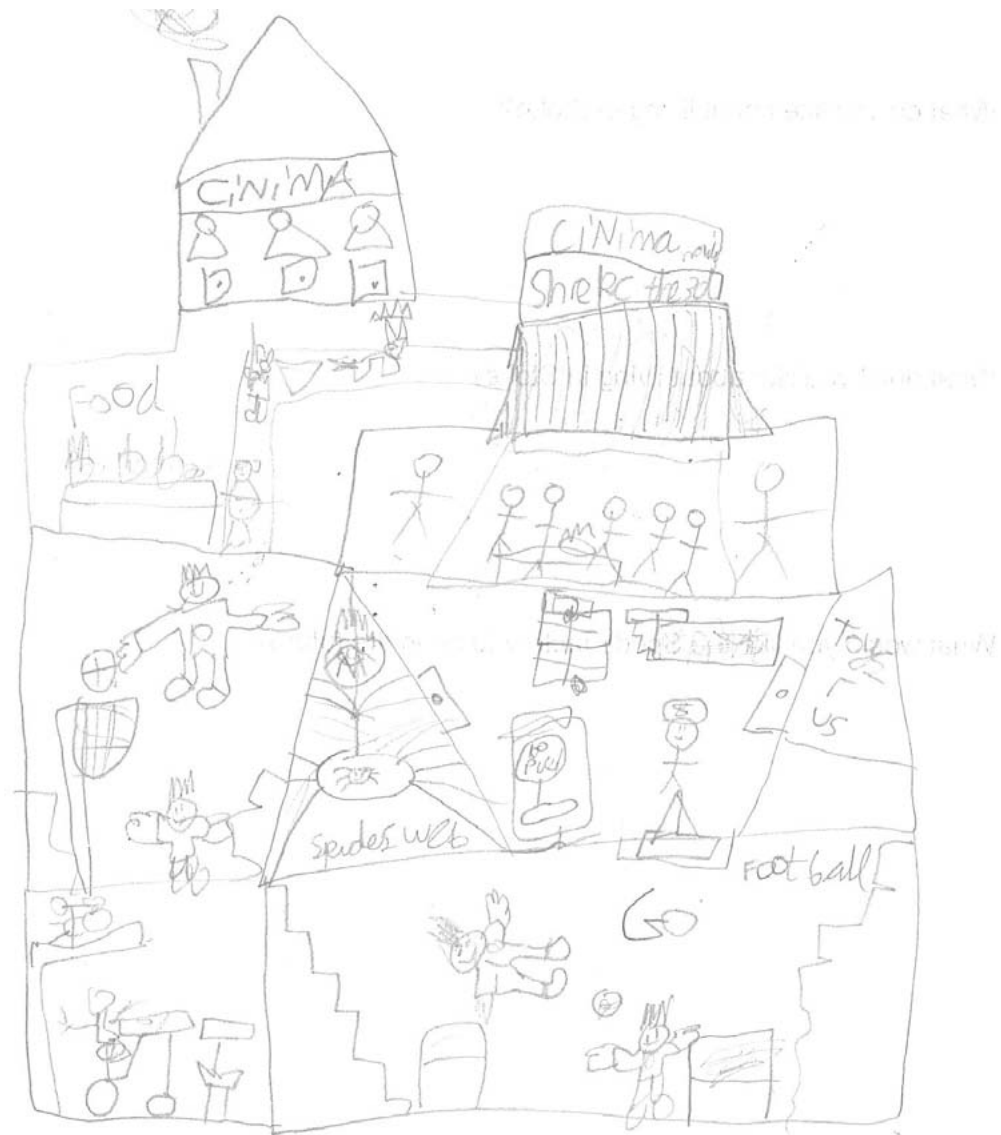
It is important that the ideas that the children have suggested are taken on board, to ensure that the development will cater for a range of ages, ensuring that this important part of Stoke Town can be enjoyed by all that live in the town.

The pictures that were drawn by the children showed some interesting ideas ranging from interactive museums, art galleries and cinemas to haunted houses and even a Michael Jackson World! Some of which are show on the following pages.



Art gallery and cooking club

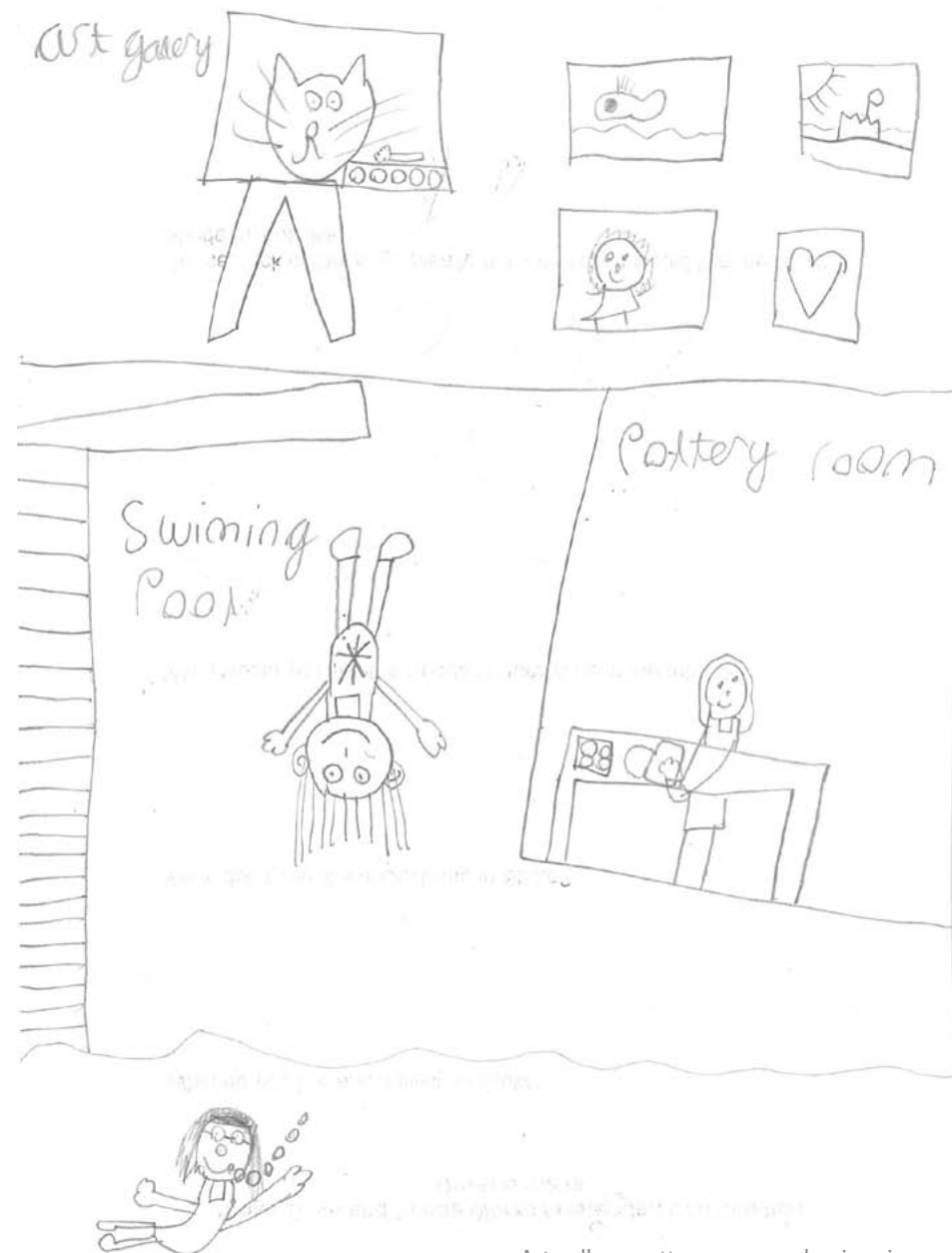
Football pitch and park: Daniel aged 8



Cinema, shops and play areas: Harrison aged 8



Museum and cinema: Jaden aged 7



Art gallery, pottery room and swimming pool: Tiegan aged 8

5. Proposed Option Consultation

5.1 Introduction

The plans were revised and subjects to a final round of public and stakeholder consultation to ensure that the communities requirements had been incorporated into the plans.

Following the results from the 6 week statutory consultation period the options have been refined to develop a proposed option for Stoke Town and the Spode Works. The proposed option was put out for a further 6 week consultation period, at the Stoke Local Service centre and online. Specific statutory consultees were also contacted directly for comment on the masterplan.

The exhibition at the Local Service centre was well attended and there have been 64 responses of which there were 33 hard copies/direct emails and 31 online questionnaires. There have been 56 general responses in regards to the proposed option.

There have been 8 statutory consultee responses from the following:

- Environment Agency
- National Trust
- Network Rail
- British Waterways
- Civil Aviation Authority
- Staffordshire Historic Buildings Trust
- Stoke City Council - Planning and Urban Design
- Woodland Trust

The results of the consultation are detailed on the following pages.



Michael Jackson world

Pet shop



Stoke Local Service Centre

5.2 Results

The results from the questionnaires have been collated and the results presented below. The revised masterplan was well received with 77.8% of the respondents agreeing with the proposed option, while 15.8% were undecided and only 7.5% disagreed.

The plan was viewed as a great way to ‘put Stoke back on the map’ with the uses on the site being looked upon favourably.

In total 94.2% of respondents agreed with some or all of the uses proposed for the town. This high figure is a reflection of the fact that we have taken on board the comments from the previous rounds of consultations.

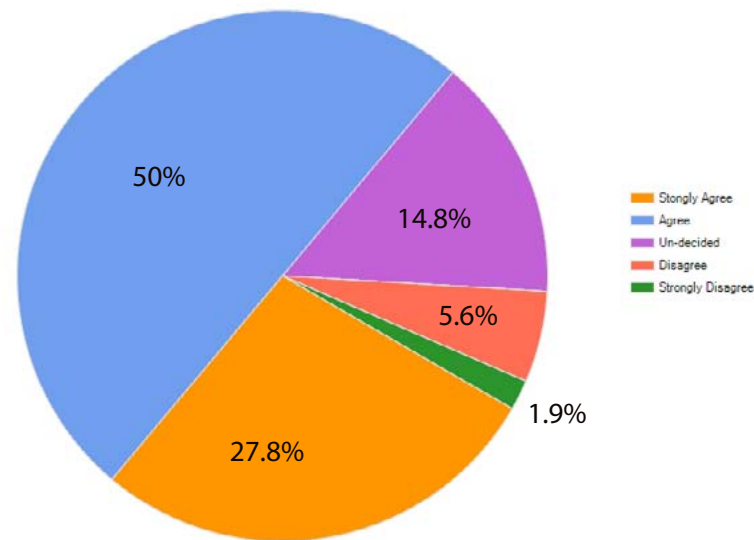
There were some uses that people felt were missing from proposals and these were mainly to do with the open space provision and green areas. People were in favour of tree lined streets and spaces however many felt that there should be more open spaces and possible wooded areas.

The development Sites

Each of the main development sites have been well received by the public. With the highest proportion of votes in support of each of the 3 options. A breakdown of the results for each of the major development sites are illustrated below.

Spode Works

What do you think of the proposed option masterplan?



The majority of people who responded were in support of all or some of the proposals for the Spode Works site (92.3%). Of which 66.7% agreed with all the proposals and 38.5% agreed with some of the proposals. Only 5.9% were not in support of the proposals. People agreed with the variety of uses on the site, including the creative and retail uses, that would breathe life back on to the Spode site.

The main issues from those that disagreed with the proposals were to do with the large food store towards the rear of the site. The feeling was that this was not an appropriate use for the site and would reduce the appeal of the area as a creative and small business hub.

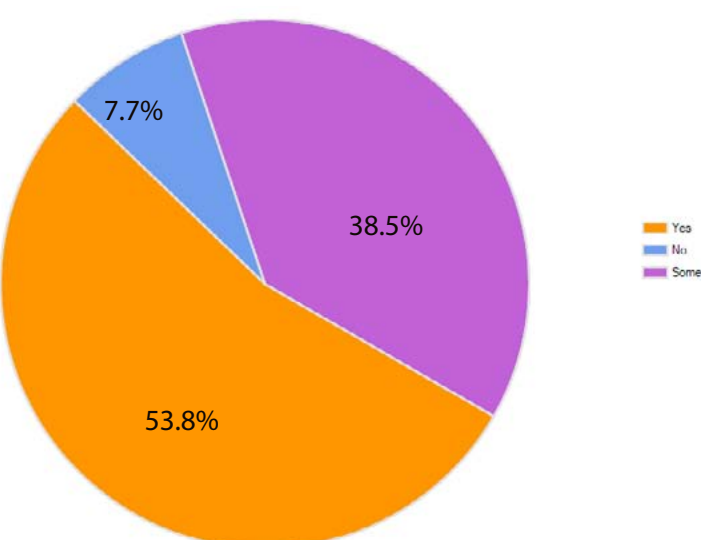
Stoke Links

The support for the Stoke Links site was slightly greater with a total of 96.1% of the respondents supporting all or some of the proposals for this site. This site scored the second highest level of ‘yes’ votes of all four of the specific development sites, scoring 76.9%. This proposal also scored the lowest percentage of ‘no’ votes of the 4 specific development sites, with only 3.8%.

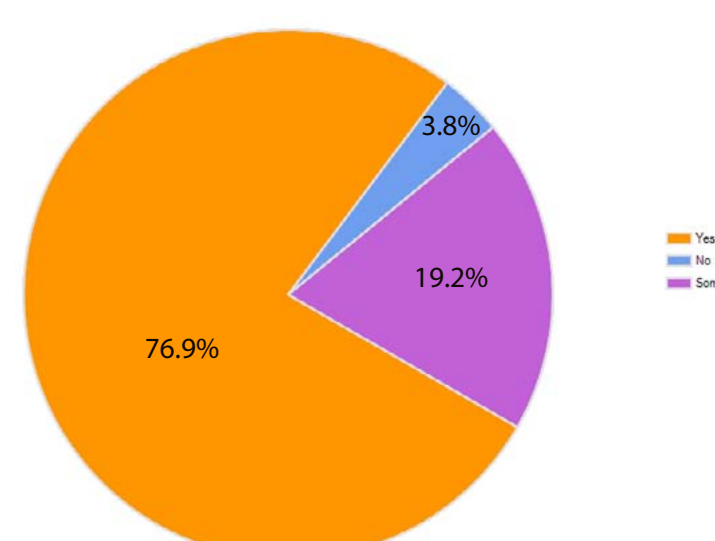
People were in favour of the new retail uses around the station, feeling that this would add life to this part of the town and help to bridge the gap between Stoke train station and Stoke Town centre.

The improvement in connectivity across the A500 and canal has been looked upon very favourably and this has been viewed as a crucial part of reviving the Spode works and other areas in Stoke Town.

Do you agree with the proposals for the Spode Works site?



Do you agree with the proposals for the Stoke Links site?

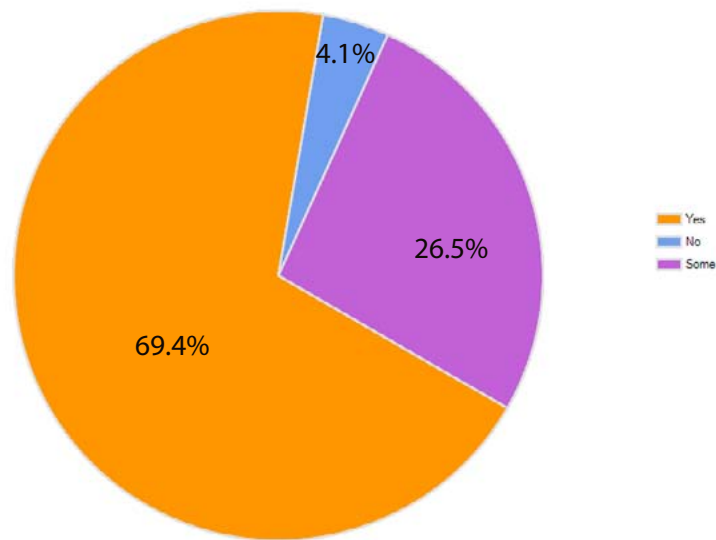


London Road

The proposal for London Road were well received at the public consultation. Over 95% of respondents are happy with some or all of the proposals for the area. People are generally in favour of the new housing that this option creates along with the retail provision.

There has been a request for more open space and local shops, which offer an array of produce to allow people to shop along London Road without having to venture further afield.

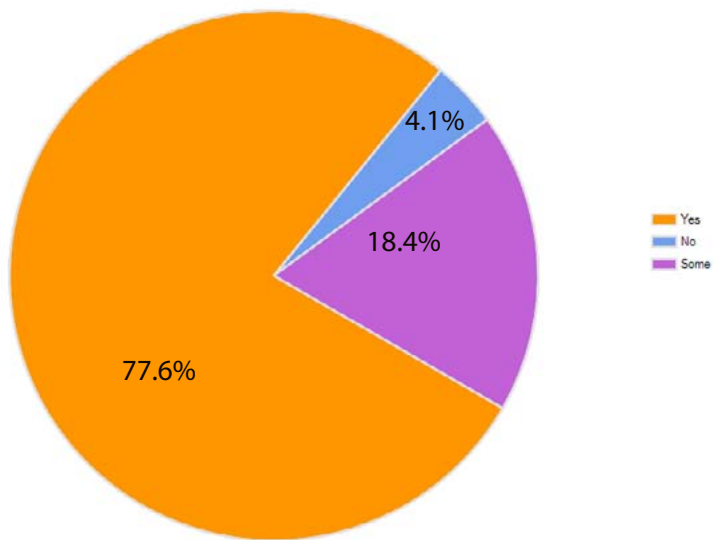
Do you agree with the proposals for the London Road site?



Victoria Ground

Overall this option has also been well received, in general the public are aware that this site is under the ownership of a house builder so have accepted that there will be houses built on this site. However people have stated that they would like to have more open space provision in the area, with better access to the canal and waterside recreation.

Do you agree with the proposals for the Victoria Ground site?



Other Sites

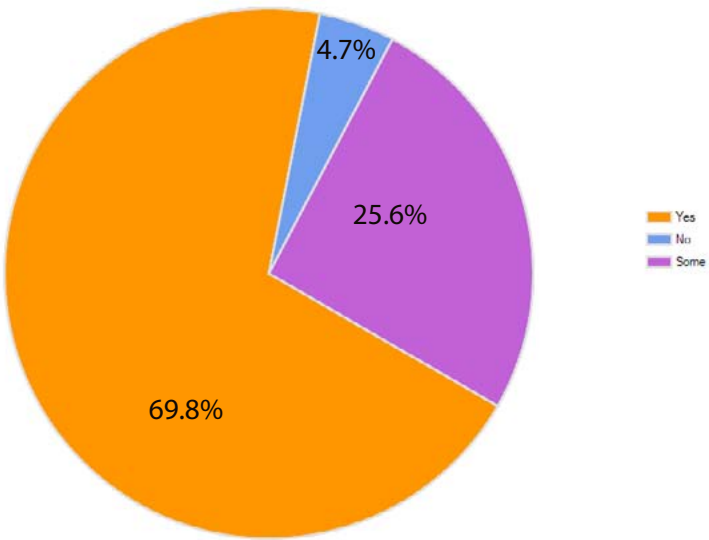
The other sites within the masterplan have been identified as;

- Minton Hollins
- Lytton Street
- Woodhouse Street
- Cambell Road
- Sideway
- Falcon Works

These have all generally been well received with over 95% of the respondents agreeing with all or some of the proposals. People are in favour of both employment and residential uses being brought forward over time as the regeneration process continues and money allows for further development.

Areas that were particularly favoured included enhancing the existing town squares and the creation of a new square on the Kingsway carpark, that could be used for an array of daily and special activities. Improving the Fowley Brook that runs past the Minton Hollins site, to help enhance green corridors around the site.

Do you agree with the proposals for the remaining other sites?



Transport Issues

90% of the respondees state that the proposals have identified all or some of the issues with transportation around Stoke Town. Picking up on the issues of parking in the town, particularly the one-way system and conjection. Despite this high figure 10% of respondants feel that the main issues have not been identified, this is the largest percentage in the 'No' category across all the questions asked. This indicates that the issues with transport in the area are felt strongly by the community.

There have been many deep rooted problems with the transport in the town that have resulted in problems for public transport and private vehicles.

Transport Improvements

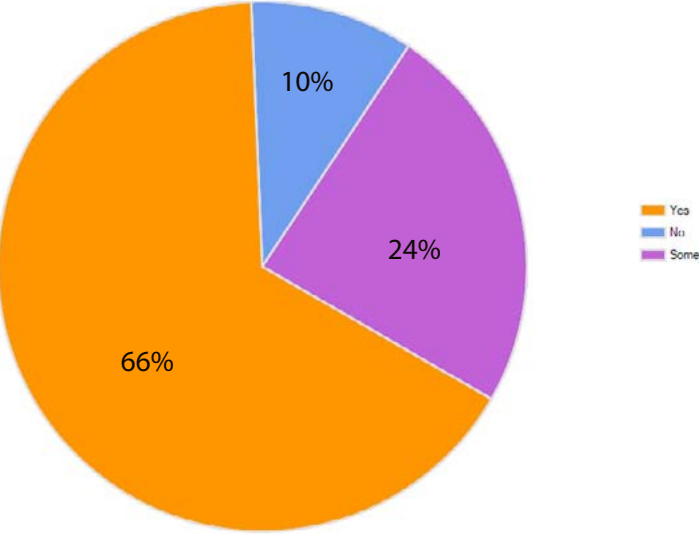
91.3% of respondents have stated that they are in favour of all or some of the improvements in the proposed option, with 63.2% of those being in favour of all of the proposed improvements.

One of the main things people agreed with was re-introducing two way traffic into the centre, with the view that this would reduce some of the conjection and introduce more traffic into the centre, which would help with the footfall of the town, which in turn could improve the retail provision in the area and a thriving town centre. Improving the public transport on offer has also featured highly, with several bus routes being requested; such as a direct bus from Stoke to Stafford.

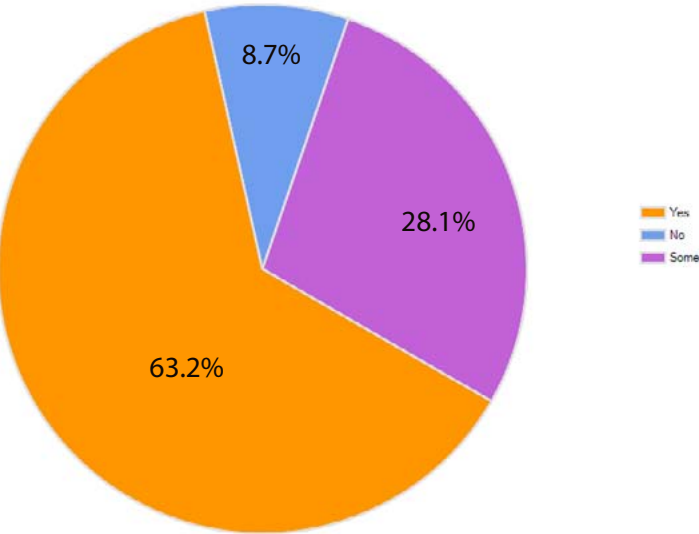
An issue that was raised on several occasions has been, that in order to sort out the transport issues for Stoke Town a more strategic approach needs to be taken, not just adjusting the traffic flows in the centre.

This is an issue that will be explored further as the proposed option is refined further before the final option is presented.

Do you feel we have identified the main issues with the transport in Stoke Town?



Do you agree with the proposed improvements to the highways in the town?



Public Realm Improvements

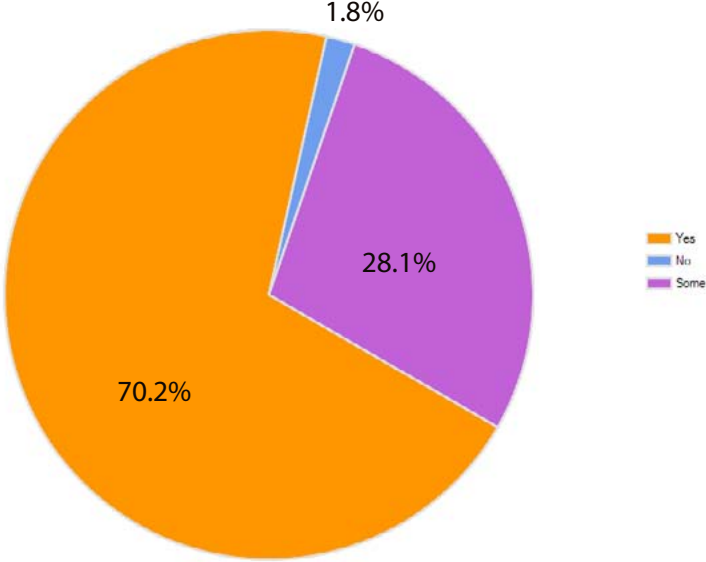
Over 98% of the respondents are in favour of the proposed public realm improvements for the area. In general there is the perception that the town needs several public realm improvements to enhance the experience of walking around the town and to improve the aesthetic appearance of the town.

The main issue that has come out of the consultation responses, has been that there is a need for more greenary in the public realm. Street trees, hanging baskets and vegetation along the canal and river have all been stated as potential improvements that people would like to see in Stoke Town and the surrounding vacinity.

When asked what they would like to see more of in the way of public realm and open space in Stoke Town the top 3 priorities were;

- Waterside Space
- Tree lined Streets
- Green Spaces

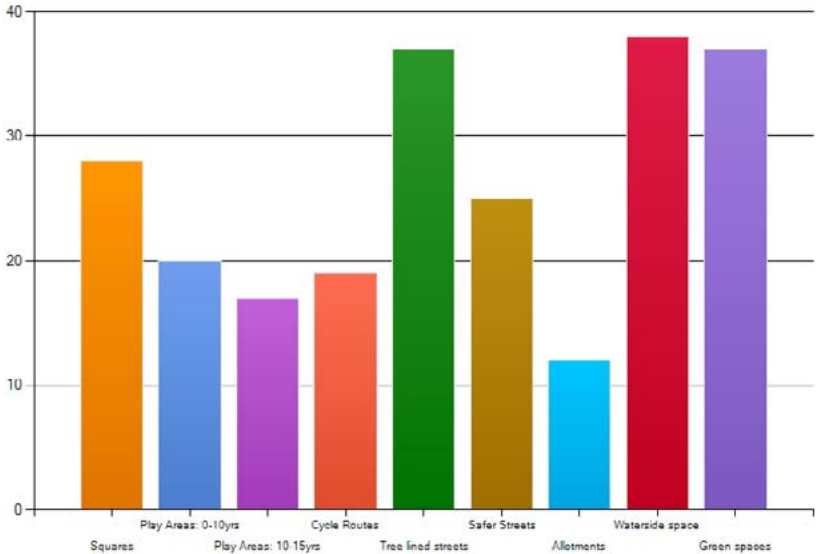
Do you agree with the proposed improvements to the public realm in the area?



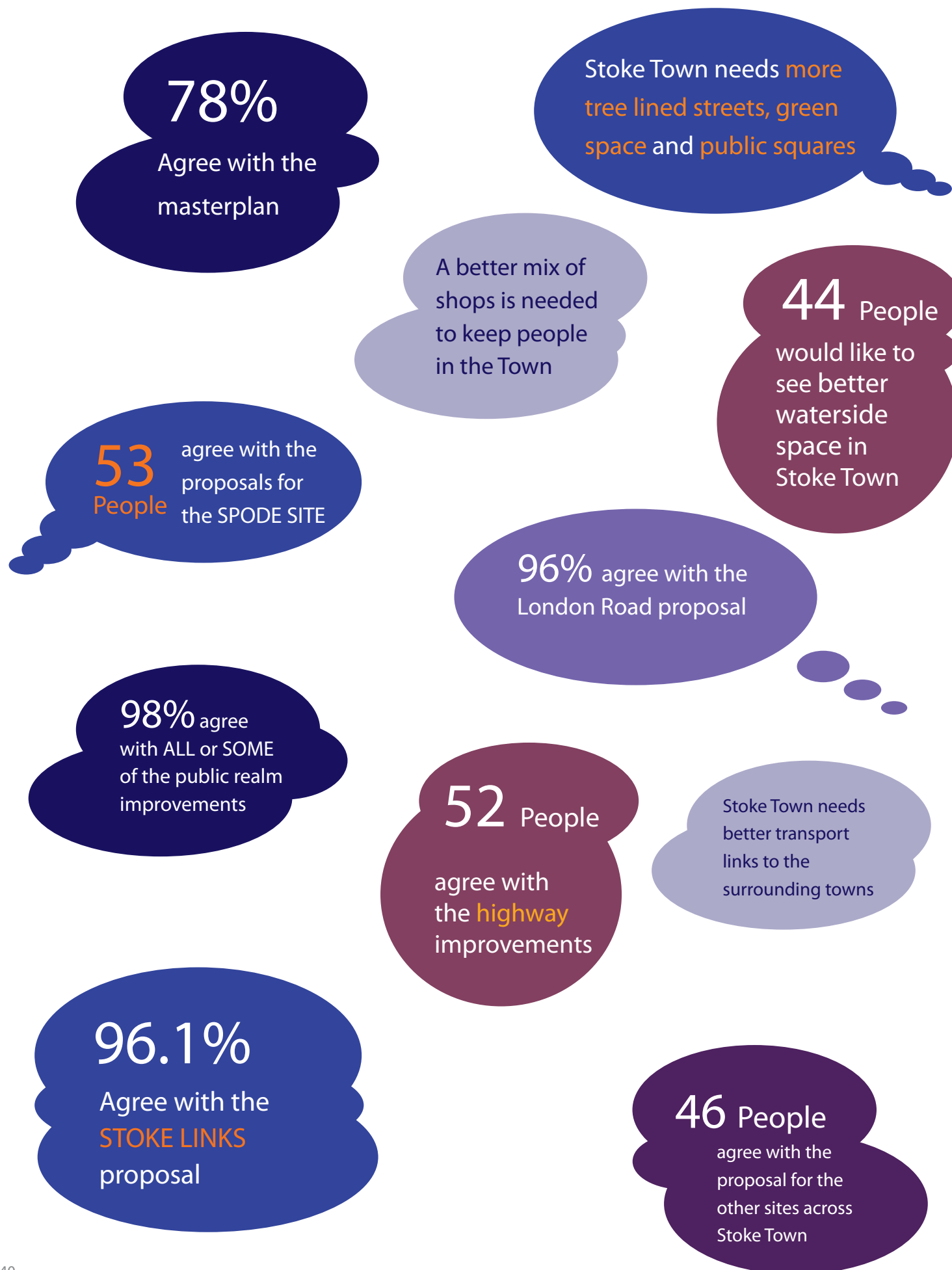
Safer streets and squares also featured on the list of what people would like to see in the area, along with better cycle routes and play facilities.

Another element that people would like to see in Stoke Town are green roofs and walls to increase the amount of greenary in the town.

In terms of the public realm and open space what would you like to see more of in Stoke Town?



5.3 Summary of Findings from the Proposed Option Consultation



6. Conclusion and Next Steps

The consultation process has been very informative in steering the development of the final option for the Stoke Town and Spode Works masterplan. The views gained at each of the consultations have helped to ensure that the proposed option plan fits where possible with the community and stakeholder aspirations for the area.

The initial roundtable workshop and key stakeholder consultations have allowed the consultant team to develop a set of options that take on board the views of those that live and work in Stoke Town.

The options developed have been appraised against a set of criteria;

- Regeneration objectives
- Deliverability
- Viability
- Sustainability
- Public consultation

The full outcomes of this are set out in the Options Appraisal Report.

The key findings from the public consultation on the initial options have been used to assess the options in relation to what the community of Stoke Town would like to see on the sites. Options that scored the highest have been adapted and taken forward, taking on board comments raised at the consultation, to develop a proposed option masterplan.

In regards to the Spode Works, option 2 was the preferred option for the development however option 3 with the proposed food store also scored well, despite the dislike of the food store. This was due to the retention of many of the creative and ceramic hub uses. In taking the proposals forward we have been keen to

ensure that the main uses of studio space, ceramics hub and creative space have been retained.

There has also been a strong emphasis on increased connectivity across the area, with the bridge over the A500, canal and railway deemed incredibly important. During the appraisal process this has been at the forefront, ensuring that various potential ways of funding the bridge in some form are made possible.

Open space and greening of the town has featured highly in all areas of the consultation by all ages. Whether it be for play space, improved public realm or allotment space. Open and green space has been incorporated into the masterplan to accommodate these wishes, which are illustrated on the proposed option masterplan.

The proposed option plan was finalised by the team in early 2011 before being subject to a further consultation. The responses back were very positive, with 78% of respondents in favour of all or some of the masterplan proposals. Each of the 4 main sites recieved very positive feedback as did the other smaller sites.

The improvements to the highways across the town recieved mixed views, 63% were in favour of the highways improvements, agreeing with the decision to re-introduce 2-way traffic back into parts of the centre., whilst others felt that the approach needed to be more strategic. The improvements to the public realm were the best recieved with over 98% of the respondents in favour of the proposals, particularly the creation of another square and more greening in the town, by way of street trees and planting.

Following the completion of the masterplan the delivery strategy will be taken on by Stoke-on-Trent City Council and various methods of funding will be explored to allow the redevelopment of Stoke Town to take shape.

