



Norton Canes Staffordshire

Case Study: Residential Sector

The Project

In 2006 Richborough Estates negotiated an agreement to purchase a former greyhound racing track in Norton Canes, subject to securing residential planning permission. The derelict track and an existing garden centre was situated in the Green Belt, totalling approximately 21 acres.

The Approach

- The site was identified by Cannock Chase District Council as a preferred location for housing and was promoted through the Core Strategy process
- A public consultation with the local community was held to address their concerns, centered around the impact of the development upon the Green Belt, local infrastructure and traffic congestion
- Improvements to the local community centre and the provision of alternative grazing land was proposed following consultation with the Parish Council
- The site had ecological issues which had to be addressed within the confines of the Cannock Chase Special Area of Conservation

The Result

- Unanimous approval for up to 130 residential units by Cannock Chase Council
- An extensive Nature Conservation Area within the site, comprising 50% of the development
- New public open spaces and an on-site children's play area with links through to Chasewater Country Park
- The preservation of existing wildlife around the site
- The site was sold to Taylor Wimpey for development in 2014



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Key Benefits

- 130 residential units including affordable housing
- New nature conservation area
- Improvements to the community centre
- New off-site grazing land
- New open spaces and children's play area
- New footpaths and cycleways

