

Strategic Planning Board

Updates

Date: Thursday, 6th December, 2012
Time: 10.30 am
Venue: The Capesthorpe Room - Town Hall, Macclesfield SK10 1EA

The information on the following pages was received following publication of the committee agenda.

Appendix Two (Pages 1 - 22)

Please contact Sarah Baxter on 01270 686462
E-Mail: sarah.baxter@cheshireeast.gov.uk with any apologies, requests for further information or to arrange to speak at the meeting

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Report of Consultation: Draft Town Strategy Consultation – Vanguard Towns of Alsager, Congleton, Middlewich and Sandbach; Draft Wilmslow Vision

The consultation on the draft Town Strategies for the Vanguard Towns of Alsager, Congleton, Middlewich and Sandbach took place between 2nd March and 2nd April 2012.

The consultation on the Minerals Discussion Paper and its Sustainability Appraisal also took place, during the same time period; this is detailed within a separate Report of Consultation document which can be found on the Cheshire East web site www.cheshireeast.gov.uk/localplan

Consultation Documents

The consultation documents comprised the draft Town Strategy documents for each of the Vanguard Towns of Alsager, Congleton, Middlewich and Sandbach. A four page questionnaire was included in each of the Draft Town Strategy documents and was also available as a separate document, with a freepost return address. Hundreds of the questionnaires were distributed, with some community groups requesting multiple copies to hand out to their members and local residents.

A Sustainability Appraisal was produced for each draft Town Strategy; they were also subject to public consultation, for the same period of time and could be accessed in the same way as the draft Town Strategies.

In addition, posters were produced to publicise the consultation; these were sent to the four local libraries; Town Councils; local Councillors and the Town Partnerships.

The draft Town Strategy documents and summary leaflets can be accessed via Cheshire East Council's Consultation Portal www.cheshireeast.gov.uk/localplan

Copies of the consultation documents were made available for inspection at Cheshire East Council's offices in Sandbach. They were also available at the Council's Customer Service Centres, in Crewe and Macclesfield, along with the Cheshire East libraries. All of the libraries were also given an explanatory letter.

Copies of the consultation documents were sent to: all Cheshire East Council Members and all of the Parish and Town Councils that adjoined the four towns concerned. Copies of these letters are included at Appendix 1.

Copies of the documents and a covering letter were sent out to the MPs that cover the Cheshire East area concerned. A copy of the letter is included at Appendix 2.

Copies of the documents and a covering letter were sent out to the 3 Statutory Consultees of Natural England, English Heritage and the Environment Agency. Copies of the letter are included at Appendix 3.

Notification Via Cheshire East's Consultation Portal or Letter

On 27 February 2012, an e-mail was sent to all consultees, who had registered on Cheshire East's Consultation Portal, announcing that the draft Town Strategy consultation would start on 2 March 2012. A total of 2,518 e-mails were sent out.

On 27 February 2012, a letter was sent, to all consultees who had registered on Cheshire East's Consultation Portal but did not have an e-mail address, to inform them that the draft Town Strategy consultation had commenced. A total of 773 letters were sent out.

On 24 February 2012, an e-mail was sent to the four Town Councils and Town Partnerships of Alsager, Congleton, Middlewich and Sandbach, to make them aware of the consultation.

E-mails were also sent to all Cheshire East Councillors and Town and Parish Councils on 24 February 2012

On 27 February 2012, there were 4,003 people registered on the Consultation Portal database; by 2 April 2012 this had risen to 4,432 people

Copies of the e-mails and letter are included at Appendix 4.

In addition, when a questionnaire response was entered onto the Consultation Portal, those consultees with an e-mail address received an automatic e-mail, confirming their response. Letters were sent out to those respondents who did not have an e-mail address, once their response had been manually entered onto the Consultation Portal.

Exhibitions

The consultation also included exhibitions, held in the libraries in the four towns that were the subject of the draft Town Strategy Consultation, between 2nd and 19th March 2012. They included display boards that set out the consultation process, along with details of the issues for each town. The information on the exhibition boards included a Quick Response (QR) code that members of the public could scan with a mobile phone (with the capability to do so) which then took them to the Local Plan page on the web site, with the details of the consultation on it.

Members of Cheshire East Council staff were available to answer questions, at set times, at each exhibition. In addition, some Town Council and Stakeholder Panel members also made themselves available to answer questions at some of the exhibitions, at different times. Copies of the consultation documents and questionnaires were also available at each venue. The questionnaires could also be completed at the venue and placed into a box, for completed questionnaires or returned using the freepost return address.

From 19th March 2012, the exhibitions for Alsager and Sandbach could be viewed in the reception area of Cheshire East Council's Headquarters – Westfields, Sandbach; the exhibitions for Congleton and Middlewich could be viewed at the appropriate Town Council offices.

Web Site and Cheshire East's Consultation Portal

Full details of the consultation were available on Cheshire East's web site. The Cheshire East Council's web site home page featured the consultation in the 'In focus' and 'Have Your Say' sections, as well as on the Local Plan pages and the Cheshire East Consultation Portal, all of which are linked. Screen shots of some of the web pages are included at Appendix 5.

The Cheshire East Consultation Portal enabled stakeholders to inspect and download the consultation documents. It also enabled them to respond to the consultation electronically and to register their details, so that they can be informed of future Local Plan consultations. The questionnaires could also be submitted by e-mail or by freepost.

The draft Town Strategy consultation pages, on the web site, by town, were viewed as follows, during the consultation period –

Alsager – 158

Congleton – 99

Middlewich – 38

Sandbach - 154

A Blog, accessed via the draft Town Strategy consultation page, was regularly updated, during the consultation period and provided updates on the exhibitions, including photographs. Links were also provided to Spatial Planning pages on Facebook, twitter and LinkedIn. Screen shots of the blog are included at Appendix 6.

Publicity and Media Coverage

A leaflet was produced, to publicise the consultation; it included details of the consultation; where further information could be found; details of exhibitions and a web link to the Local Plan page. The information on the leaflet included a QR code that members of the public could scan with a mobile phone (with the capability to do so) which then took them to the Local Plan page on the web site, with the details of the consultation on it.

Approximately 40,000 leaflets were distributed by Royal Mail and Rendezvous (leaflet distribution company) to all houses and businesses in the four towns concerned, along with the immediately surrounding areas. Copies of the leaflet were also made available at the libraries in the four towns; the four Town Council offices and at Cheshire East Council's Offices – Westfields, Sandbach.

A copy of the leaflet is included at Appendix 7.

The consultation has included a number of press releases which resulted in articles being published in the press.

Local radio articles included features on Silk FM (17/02/12) and BBC Radio Stoke; Councillor David Brown (Portfolio Holder for the Local Plan) was interviewed on Radio Stoke on 27 February 2012. Details of the exhibitions were also included in the Radio Stoke 'What's On' listing that is read out on air each day.

An article was published in the March 2012 edition of the Cheshire East 'Partnerships' newsletter which is circulated to a wide range of Partners, including the Local Area Partnerships (LAPs), Community and Voluntary Services (CVS) and Town Partnerships; it is also available on Cheshire East Council's web site.

An article was included on the 'Good Migration' web site which is aimed at migrant workers in Cheshire East.

Two articles were included in the internal Cheshire East Council weekly staff newsletter 'Team Talk'.

Two articles were included in the internal Cheshire East Council Schools Bulletin which included details of the exhibitions and a link to the Local Plan web page. Copies of the relevant documents and questionnaires were sent to the secondary schools in the four towns concerned.

Details of the media coverage are included at Appendix 8.

Details of the consultation were also included on the customer information screens, at Cheshire East Council's Customer Service Centres, throughout the whole of the consultation period. A copy of the information displayed is included at Appendix 9.

Posters, promoting the consultation, were sent to the libraries in the four towns and to the four Town Councils and Town Partnerships in the towns concerned.

In addition, a 'Town Strategy Frequently Asked Questions' (FAQ) sheet was produced and was sent to Cheshire East Councillors; Town Councils; Town Partnerships; put on the web site and made available at all of the exhibitions. The FAQ sheet is included at Appendix 10.

Consultation Responses

The response to the draft Town Strategies consultation includes the submission of 693 responses. Of these, 224 responses (32%) were submitted online.

The number of responses received, per town, are shown below –

	Total Responses	Portal Responses	Other Responses
Alsager	222	71	151
Congleton	153	53	100
Middlewich	62	17	45
Sandbach	256	83	173

In addition, a petition was received, in respect of the Sandbach Town Strategy with 152 signatures.

In terms of the Sustainability Appraisals, the number of responses received was 97; this is shown below by town –

Alsager	2
Congleton	71
Middlewich	1
Sandbach	23

The responses to the draft Town Strategies are available on Cheshire East's web site www.cheshireeast.gov.uk/localplan

Draft Wilmslow Vision Consultation

The consultation on the draft Wilmslow Vision took place between 30 March and 31 May 2012. The consultation period was originally due to end on 30 April 2012 however this was extended to 31 May 2012, due to the level of interest in the consultation.

The draft Wilmslow Vision was produced by Wilmslow Town Council, in partnership with consultants (Broadway Malyan) and Cheshire East Council.

The consultation documents comprised the draft Wilmslow Vision; a questionnaire and a Sustainability Appraisal document. Copies were made available at Wilmslow library; Wilmslow leisure centre; the Town Council Offices and the Cheshire East Council Offices, Sandbach. Completed questionnaires could be returned to Cheshire East Council, using a Freepost address; they could also be deposited in boxes at Wilmslow leisure centre, Wilmslow library and Wilmslow Town Council's offices.

A Frequently Asked Questions leaflet was also produced and was made available at the exhibitions; it could also be downloaded from the Cheshire East web site. A copy of the leaflet is included in Appendix 11.

The draft Wilmslow Vision documents and the Frequently Asked Questions leaflet can be accessed via Cheshire East Council's Consultation Portal www.cheshireeast.gov.uk/localplan

On 28 March 2012, an e-mail was sent to all consultees, who had registered on Cheshire East's Consultation Portal, who lived in the Wilmslow area or who were known to have an interest there. The e-mail informed people that consultation would start, on the draft Wilmslow Vision, on 30 March 2012. A copy of the e-mail is included in Appendix 12.

An exhibition was held in the foyer of Wilmslow leisure centre throughout the consultation period; at certain times it was staffed by members of Wilmslow Town Council; Cheshire East Council officers and representatives from Broadway Malyan. On two dates in May the exhibition was moved to Dean Row Village Hall and St Johns Church Rooms, where it was also staffed, to answer local resident's questions. Details of the exhibition dates are included in Appendix 13.

Full details of the consultation were available on Cheshire East's web site. This included the Local Plan pages and the Cheshire East Consultation Portal, both of which are linked. Screen shots of some of the web pages are included at Appendix 14.

The Cheshire East Consultation Portal enabled stakeholders to inspect and download the consultation documents. It also enabled them to respond to the consultation electronically and to register their details, so that they can be informed of future Local Plan consultations. The questionnaires could also be submitted by e-mail or by freepost.

A number of articles were published in the local press; they included articles in the Wilmslow Express and the web site wilmslow.co.uk. A list of media coverage is included in Appendix 15.

Consultation Responses

A total of 1,446 representations were made to the consultation. Each question on the questionnaire was answered by at least 90% of respondents; 42% of respondents answered 'no' to every question or did not answer any questions.

The consultation responses included 491 copies of a standard letter.

In addition, four petitions were received, from local residents groups, including 'Lindow Action Group', 'Keep Prestbury Road Green Belt Green', 'Save Our Green Belt' and 'No Building in Dean Row'.

Future Consultation Stages

Consultation on draft Town Strategies, in the six towns of Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton took place between 31st August and 1st October 2012.

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Report of Consultation – Draft Town Strategy for Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton

Appendices

Appendix 1 – Letters to Natural England, English Heritage and the Environment Agency
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Appendix 1A – Letter to Natural England, dated 28 August 2012

Appendix 1B – Letter to English Heritage, dated 28 August 2012

Appendix 1C – Letter to the Environment Agency, dated 28 August 2012

Appendix 2 – Letters to MPs -

Appendix 2 A – Letter to Fiona Bruce, dated 28 August 2012

Appendix 2 B – Letter to David Rutley, dated 28 August 2012

Appendix 2 C – Letter to Edward Timpson, dated 28 August 2012

Appendix 2 D – Letter to George Osborne, dated 28 August 2012

Appendix 2 E – Letter to Stephen O'Brien, dated 28 August 2012

Appendix 3 – Copies of consultation e-mails and letters sent during August 2012 –

Appendix 3A – E-mail sent to consultees, dated 16 August 2012

Appendix 3B - E-mail sent to Cheshire East Council Members, dated 16 August 2012

Appendix 3C - E-mail sent to all Town and Parish Councils, dated 16 August 2012

Appendix 3D – E-mail sent to Cheshire East Council Members, dated 29 August 2012

Appendix 3E - E-mail sent to all Town and Parish Councils, dated 29 August 2012

Appendix 3F - E-mail sent to consultees, dated 30 August 2012

Appendix 3G – Letter sent to all consultees without an e-mail address, dated 23 August 2012

Appendix 3H - E-mail sent to those registered on LinkedIn, dated 28 August 2012

Appendix 4 – 'Screen shots' of Cheshire East Council web pages

Appendix 5 – 'Screen shots' of twitter and Facebook pages

Appendix 6 – Communications Plan for the consultation on the draft Town Strategies for Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton

Appendix 7 – Members Bulletin, 10 September 2012

Appendix 8 – List of media coverage for the consultation on the draft Town Strategies for Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton

Appendix 9 – Information displayed on customer service screens in Cheshire East Council's Customer Service Centres

Appendix 10 – 'Screen shot' showing details of the Alton Towers prize draw terms and conditions

Appendix 11 – The 'How Will Your Town Look in 2030?' postcard?

Appendix 12 – Schedule of the 'A' Team Roadshows

Report of Consultation – Draft Town Strategy Consultation – Vanguard Towns of Alsager, Congleton, Middlewich and Sandbach; Draft Wilmslow Vision

Appendices

Appendix 1 – Letters to Cheshire East Council Members and Town and Parish Councils
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Appendix 1A – Letter to Cheshire East Council Members, dated 24 February 2012

Appendix 1B – Letter to Town and Parish Councils dated 24 February 2012

Appendix 2 – Letters to MPs -

Appendix 2 A – Letter to Fiona Bruce, dated 24 February 2012

Appendix 2 B – Letter to Edward Timpson, dated 24 February 2012

Appendix 2 C – Letter to Stephen O'Brien, dated 24 February 2012

Appendix 2 D – Letter to George Osborne, dated 24 February 2012

Appendix 3 – Letters to Natural England, English Heritage and the Environment Agency
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Appendix 3A – Letter to Natural England, dated 27 February 2012

Appendix 3B – Letter to English Heritage, dated 27 February 2012

Appendix 3C – Letter to the Environment Agency, dated 27 February 2012

Appendix 4 – Copies of consultation e-mails and letter sent during February 2012 –

Appendix 4A – E-mail sent to consultees, dated 27 February 2012

Appendix 4B – E-mail sent to the four Town Councils & Partnerships, dated 24 February 2012

Appendix 4C – Letter sent to all consultees without an e-mail address, dated 27 February 2012

Appendix 4D - E-mail sent to Cheshire East Council Members, dated 24 February 2012

Appendix 4E - E-mail sent to all Town and Parish Councils, dated 24 February 2012

Appendix 5 – Screen shots of Cheshire East's web site, regarding the draft Town Strategies

Appendix 6 –Screen shots of draft Town Strategy blog

Appendix 7 – Draft Town Strategy leaflet

Appendix 8 - List of media coverage for the consultation on the draft Town Strategies for Alsager, Congleton, Middlewich and Sandbach

Appendix 9 – Information displayed on customer service screens in Cheshire East Council's Customer Service Centres

Appendix 10 – Town Strategies Frequently Asked Questions sheet

Appendix 11 – Frequently Asked Questions leaflet for the draft Wilmslow Vision

Appendix 12 – E-mail to consultees, regarding the draft Wilmslow Vision consultation, dated 28 March 2012

Appendix 13 – Exhibition dates for the draft Wilmslow Vision consultation

Appendix 14 – Screen shots of Cheshire East's web site, regarding the draft Wilmslow Vision consultation

Appendix 15 – List of media coverage for the consultation on the draft Wilmslow Vision

Report of Consultation: Draft Town Strategy Consultation –Towns of Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton

The consultation on the draft Town Strategies for the towns of Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton took place between 31st August and 1st October 2012.

Consultation Documents

The consultation documents comprised the draft Town Strategy documents for each of the towns of Crewe, Handforth, Knutsford, Macclesfield, Nantwich and Poynton. Separate questionnaires were produced for each strategy and were provided as stand alone documents, with a freepost return address. Hundreds of the questionnaires were distributed, with some community groups requesting multiple copies to hand out to their members and local residents.

A Sustainability Appraisal was produced for each draft Town Strategy and they were also subject to public consultation, for the same period of time and could be accessed in the same way as the draft Town Strategies.

The draft Town Strategy documents and Sustainability Appraisals of the draft Town Strategies were accessible via Cheshire East Council's Consultation Portal and can still be viewed on Cheshire East's web site www.cheshireeast.gov.uk/localplan

Copies of the consultation documents were made available for inspection at Cheshire East Council's offices in Sandbach. They were also available at the Council's Customer Service Centres, in Crewe and Macclesfield, along with the Cheshire East libraries. All of the libraries were also given an explanatory letter. The questionnaires could be completed at the libraries and Customer Service Centres and put in the boxes provided or returned using the freepost return address.

An e-mail was sent out to all Cheshire East Council Members and all of the Parish and Town Councils, to inform them that the consultation was taking place and that they could collect copies of documents from the locations listed in the paragraph above.

Copies of the documents and a covering letter were sent out to the 3 Statutory Consultees of Natural England, English Heritage and the Environment Agency. Copies of the letter are included at **Appendix 1**.

Copies of the documents and a covering letter were sent out to the MPs that cover the Cheshire East area concerned. Copies of the letters are included at **Appendix 2**.

Notification Via Cheshire East's Consultation Portal or Letter

On 16 August 2012, an e-mail was sent to all consultees, who had registered on Cheshire East's Consultation Portal; all Councillors and all Town and Parish Councils, announcing that the consultation on the six Draft Town Strategies would take place from 31st August until 1st October 2012. The e-mail also stated that the online consultation had commenced that day, as the electronic documents were available on the web site.

On 29th August 2012, an e-mail was sent to all Councillors and all Town and Parish Councils, announcing that the draft Town Strategy consultation would start on 31st August 2012.

On 30th August 2012, an e-mail was sent to all consultees, who had registered on Cheshire East's Consultation Portal, announcing that the draft Town Strategy consultation would start on 31st August 2012. A total of approximately 4,000 e-mails were sent out.

On 23rd August 2012, a letter was sent, to all consultees who had registered on Cheshire East's Consultation Portal but did not have an e-mail address, to inform them that the draft Town Strategy consultation had commenced. A total of 1,357 letters were sent out.

On 28th August an e-mail was sent to those registered on LinkedIn, notifying them that the draft Town Strategy consultation would start on 31st August 2012.

Copies of the e-mails and letter are included at **Appendix 3**.

Once all of the consultation responses had been logged, there were a total of 10,406 people registered on the consultation database, of which 3,786 did not have an e-mail address.

Exhibitions

The consultation also included exhibitions, held in the libraries in the six towns that were the subject of the draft Town Strategy Consultation, between 31st August and 1st October 2012. They included display boards that set out the consultation process, along with details of the issues for the relevant town. The information on the exhibition boards included a Quick Response (QR) code that members of the public could scan with a mobile phone (with the capability to do so) which then took them to the Local Plan page on the web site, with the details of the consultation on it.

Some Town Councils set times to answer questions at some of the exhibitions/other venues.

Copies of the consultation documents and questionnaires were also available at each library. The questionnaires could also be completed at the library and put in the boxes provided or returned using the freepost return address.

Other Events

Officers attended the following events –

- Crewe Local Area Partnership Rural events – 15 September 2012 - Wychwood Village Hall, Wychwood Park, Weston and 20 September 2012 – Youth Centre, Shavington;
- South Cheshire Chamber – Nantwich Branch Meeting, Nantwich Museum - 20 September 2012
- South Cheshire Chamber Meeting, Wulvern Housing Offices, Crewe – 27 September 2012.

Other exhibitions and events included –

- 14th September 2012 – Make it Macclesfield Business Breakfast, Macclesfield Town Hall;
- 21st September 2012 - Booths, Kuntsford – consultation event (Knutsford Town Council);
- 21st September 2012 – Wybunbury Parish Council Consultation event;
- 24th September 2012 – Nantwich Town Council Consultation event;
- 24th September 2012 – Sutton Parish Council open meeting;
- September 2012 – ‘Crewe 175’ exhibition in Crewe Market Hall, – information on the draft Crewe Town Strategy was displayed;
- 28th September 2012 – Public Meeting – Mablings Lane Primary School, Crewe.

Web Site and Cheshire East’s Consultation Portal

The Cheshire East Council’s web site home page featured the consultation in the ‘In focus’, ‘Have Your Say’ and the ‘Consultations’ sections, as well as on the Local Plan pages and the Cheshire East Consultation Portal, all of which are linked. Screen shots are included at **Appendix 4**.

The Cheshire East Consultation Portal can be accessed via the web site; it enabled stakeholders to inspect and download the consultation documents. It also enabled them

to respond to the consultation electronically and to register their details, so that they can be informed of future Local Plan consultations. The questionnaires could also be put in boxes left at the six libraries, with the exhibitions and with the Parish/Town Councils for Handforth, Knutsford, Nantwich and Poynton (Crewe and Macclesfield do not have Parish/Town Councils); in boxes at the Customer Service Centres and Cheshire East Council's offices in Sandbach and submitted by e-mail or by freepost.

The draft Town Strategy consultation pages, on the web site, were viewed 2,345 times during the consultation period.

Links were also provided to Spatial Planning pages on Facebook, twitter and LinkedIn. The Facebook and twitter pages were regularly updated.

The number of Facebook 'likes' increased from 44 in July 2012, to 86 in November 2012.

The number of twitter 'followers' has increased from 297 in July 2012 to 375 in November 2012.

The Facebook page included details of the consultation and the Alton Towers Prize Draw, along with the Roadshow events (see further details in the 'Young People' section below).

Screen shots of the twitter and Facebook pages are included at **Appendix 5**.

Publicity and Media Coverage

A Communications Plan was produced by Cheshire East Council's Communications Team, working closely with the Spatial Planning Team. Details are included at **Appendix 6**.

The consultation has included 24 press releases which resulted in a number of articles being published in the press. The press releases included the use of 'case studies'; they featured local people, who talked about their circumstances, such as concerns about buying their first house or where their children will work in the future and why this meant that the draft Town Strategy was of importance to them.

The consultation featured on the front page and an article was included on the two centre pages of the September 2012 edition of Cheshire East News. This was distributed to 166,657 households in the Borough. Cheshire East News was also available on the Cheshire East web site.

Local radio articles included features on BBC Radio Stoke; BBC Radio Manchester; Red Shift Radio; Canalside Radio; Silk FM; Imagine FM; Signal Radio; the Cat Radio and Chester Radio Dee 106.3. They included interviews with Councillor Michael Jones,

Leader of Cheshire East Council, on Radio Stoke, on 30 July 2012 and 19 September 2012; Imagine FM on 17 September 2012; Silk FM on 19 September 2012; Red Shift Radio on 19 September 2012. Details of the exhibitions in the Crewe and Nantwich area were also included in the Radio Stoke What's On listing that is read out on air each day.

An article was published on the front page of the September 2012 edition of the Cheshire East 'Partnerships' newsletter which is circulated to a wide range of Partners, including the LAPs, Community and Voluntary Services (CVS) and Town Partnerships; it is also available on Cheshire East Council's web site.

An article was included on the 'Good Migration' web site which is aimed at migrant workers in Cheshire East.

Articles were placed on various web sites including Nantwich News and Knutsford.com.

Seven articles were included in the internal Cheshire East Council weekly staff newsletter 'Team Talk'.

A Members' Bulletin was produced and e-mailed to all Cheshire East Councillors, on 10th September 2012. It set out details of the draft Town Strategy consultation, along with the different communication methods being used. It asked all Councillors for their help in publicising the consultation and offered to provide them with packs of information to give out. A copy of the Bulletin is included in **Appendix 7**.

Two articles were included in the internal Cheshire East Council Schools Bulletin. A request was also made for schools to print out and display the postcard that was produced and aimed at young people (see 'Young People' section below.)

An article on the consultation was included on the Mid Cheshire Hospitals Foundation Trust staff intranet.

Details of the media coverage are included at **Appendix 8**.

Details of the consultation were also included on the customer information screens, at Cheshire East Council's Customer Service Centres, throughout the whole of the consultation period. A copy of the information displayed is included at **Appendix 9**.

Facebook and twitter – these pages were regularly updated and were linked from the Cheshire East web site, including details of the six 'A' Team Roadshows and photographs taken at the roadshows (see 'Young People' section below.) Details of the consultation were also placed on LinkedIn.

Alton Towers prize draw – please see details in the 'Young People' section below.

Young People

Alton Towers prize draw - everyone who completed a representation online was given the opportunity to be entered into a prize draw to win a pair of tickets to Alton Towers. Although this was primarily aimed at encouraging young people to complete a representation, it was open to all respondents. In total 799 people entered the prize draw. **Appendix 10** includes details of the Alton Towers prize draw.

Promotional postcard - a postcard was produced which was aimed at younger people – the front of it included the question ‘How will your town look in 2030?’; it had a futuristic design and included reference to the Alton Towers prize draw. On the back of the postcard, information was provided about the consultation; links to twitter and facebook and details of the Alton Towers prize draw. **Appendix 11** shows the postcard.

Local Plan Roadshows - Cheshire East Council’s Apprentices (known as the ‘A’ Team) took part in six ‘A’ Team Local Plan Roadshows, held in each of the six towns. They aimed to target young people, by giving them copies of the postcards and directing them to the Local Plan facebook and twitter web pages and inviting them to take part in the Alton Towers prize draw. The ‘A’ Team members also raised awareness of the consultation generally with members of the public that they met at the roadshows. A list of the ‘A’ Team Local Plan Roadshows is included at **Appendix 12**.

‘Schools Bulletin’ - articles about the consultation were included in the Cheshire East Council ‘Schools Bulletin’ which is sent to schools electronically once a week. The articles aimed to encourage schools, pupils, teachers, governors and parents to respond to the consultation. It also included the availability of a lesson plan for schools that could be used either during or after the consultation.

Consultation Responses - draft Town Strategies

The total number of responses made to the consultation on the draft Town Strategies was 6,530. This included the submission of 1,544 standard letters for Crewe. The letters objected to the inclusion of site A in the document and requested that sites within the Green Gap are not identified for development and are retained within the Green Gap. This represents 78% of the total number of responses received for Crewe. A total of 2,296 standard letters were submitted for Nantwich. The letters objected to site H and requested that sites within the Green Gap are not identified for development and are retained within the Green Gap. This represents 94% of the total number of responses received for Nantwich.

A total of 1,459 responses (22%) were submitted via the Consultation Portal and a total of 5,071 responses (78%) were submitted by other means.

The details are set out below, by town –

	Total Responses	Portal Responses	Other Responses
Crewe	1985	156	1829
Handforth	443	175	268
Knutsford	462	291	171
Macclesfield	689	440	249
Nantwich	2435	96	2339
Poynton	516	301	215
TOTAL	6530	1459	5071

In addition, a number of petitions were received, as follows –

Crewe – one petition received, with 111 signatures; two further petitions were received (one with 250 signatures and one with 3,700 signatures) that had been presented to Edward Timpson MP, both in relation to retaining the Green Gaps surrounding the towns of Crewe and Nantwich and the villages of Shavington, Haslington, Willaston, Wistaston, Wybunbury and Weston and to protect the countryside in the Leighton and Maw Green Wards, by designating them as Green gap.

Handforth – 4 petitions received, with a total of 339 signatures;

Knutsford – one petition received, with 498 signatures;

Macclesfield – 3 petitions received.

A number of community groups in Crewe, Knutsford and Handforth requested extra copies of questionnaires to give out in their local area.

In addition, a number of community groups produced standard letters for local residents to sign, in Crewe and Nantwich (see details above.) This is reflected in the number of questionnaire and standard letter responses received for those areas and is also apparent in the results of the consultation.

Consultation Responses – Sustainability Appraisals

The total number of comments made on the Sustainability Appraisals, relating to the draft Town Strategies, was 209, made by 53 people. The number submitted per town were –

Total number of comments:

	Total	Portal	Other
Crewe	0	0	0
Handforth	3	3	0
Knutsford	80	77	3
Macclesfield	106	106	0
Nantwich	9	2	7
Poynton	11	7	4
TOTAL	209	195	14

Total number of people who commented:

	Total	Portal	Other
Crewe	0	0	0
Handforth	2	2	0
Knutsford	13	12	1
Macclesfield	24	24	0
Nantwich	9	2	7
Poynton	5	4	1
TOTAL	53	44	9

The consultation responses have been summarised, by town; they are available on Cheshire East's web site www.cheshireeast.gov.uk/localplan

Future Consultation Stages

The next stage of public consultation will be the draft Development Strategy and Emerging Policy Principles for Cheshire East. The public consultation will take place from 8th January to 19 February 2013.

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