

Report of Consultation on the draft EDS, Summer-Autumn 2010

Summary of key responses

- A need to better reflect the changing political and funding landscape, recognising that we will need to further update this and refine which priorities are most likely to be deliverable.
- Despite a focus on delivery of short term priorities, we should not lose sight of longer term aspirations.
- A need to accommodate 'Big Society' ideas in the strategy, recognising the part that the third sector and social enterprises can play in delivering economic development activity.
- A need to highlight the link between the high cost of housing in the area and the impact this has on availability of key workers and ability to recruit lower paid service sector personnel, for example in the care and retail sectors. What are the mechanisms available to us to ensure delivery of affordable housing to meet needs? Need to be more creative in how we deliver, including use of CEC assets.
- Limited reference to Congleton's needs in terms of maximising employment opportunities to reduce out commuting/ lack of local jobs.
- Make better use of our links with key companies such as AstraZeneca and Bentley and educational institutions in terms of encouraging spin offs, entrepreneurial activity, business incubators, to generate private sector job creation.
- More recognition of climate change implications/low carbon initiatives
- More emphasis on needs of rural areas, agriculture and villages.
- The role of Manchester Airport as an economic driver.
- Challenging loss of existing employment land for other uses may be counterproductive where poorly located, unsustainable or where considered 'bad neighbour' uses.
- Crewe cannot function as a gateway to the North West whilst constrained by concerns for regeneration of Stoke.
- Premature to commit to approach for Macclesfield until the Masterplan is completed. Improved transport links to Manchester will be difficult to achieve given the cutbacks.
- Lumping together of all other settlements other than Crewe/Macclesfield into one category of 'market towns' is too crude a distinction. Wilmslow, Nantwich, Middlewich, Knutsford and Sandbach, Congleton have gone beyond that function.