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1 Introduction

1.1 This draft Town Strategy for Crewe has been informed by Local Councillors, representatives of the All Change for Crewe Project Board/Groups and representatives of some of the surrounding Parish Councils of Crewe working closely with Cheshire East Council.

1.2 This Town Strategy represents a set of different options to achieve a jobs-growth led vision for Crewe; it is not a set of development proposals.

1.3 As part of the High Speed 2 rail proposals, from Birmingham to Manchester, there is the potential for a new hub station to be located at Crewe. This Town Strategy recognises the importance of High Speed 2; a Government announcement on the initial preferences for station locations and the line of the route of High Speed 2 is due to be made in Autumn 2012, followed by a formal public consultation in spring 2013. The content of such an announcement may mean that the Local Plan will need to reflect the opportunities that this could represent for Crewe in more detail than is shown in this Strategy.

1.4 Once finalised, the Town Strategy will feed into the Cheshire East Local Plan, which will set the planning policies in Cheshire East to 2030.

National Planning Policy Framework

1.5 The new National Planning Policy Framework (NPPF) encourages Local Authorities to have an up-to-date Local Plan in place as soon as possible. It says the purpose of planning is to help achieve sustainable development. 'Sustainable means ensuring that better lives for ourselves don't mean worse lives for future generations.' 'Development means growth... we must house a rising population... our lives and the places in which we live them can be made better, but they will certainly be worse if things stagnate.'

1.6 The National Planning Policy Framework also says that Local Authorities should use their evidence base to make sure that their Local Plan meets *the full objectively assessed needs for market and affordable housing in the housing market area*.

Local Plan

1.7 The Local Plan will be the new Development Plan for Cheshire East. It will contain planning strategy, policies and site allocations. It will be accompanied by an Infrastructure Plan that will set out the transport, social (for example schools) and other infrastructure required to support development.

1.8 The Local Plan will look at the social, economic and environmental needs of each town. It will help to deliver economic growth by identifying and unlocking development opportunities, and help us to co-ordinate the delivery of new and improved roads, public transport and utilities. It will help to improve our environment by setting improved design standards for new development; protecting nature conservation areas; promoting parks and open spaces; safeguarding heritage assets (such as Listed Buildings); encouraging the generation of renewable energy; and safeguarding the countryside by focusing development to the towns and larger villages.



1.9 The Local Plan will consider how much housing is needed, including the mix of types and sizes of new homes. It will look at possible sites and consider associated needs for new and improved schools and community facilities. It will also consider the needs for other types of land-use, such as employment, retail and leisure uses.

1.10 The National Planning Policy Framework is clear that at the heart of the planning system, there is a 'presumption in favour of sustainable development'. The Local Plan will enable the Council to guide this sustainable development to the most appropriate locations in Cheshire East, and to make sure that all new development contributes to future infrastructure needs. However, there will be tough choices to be made about where development should go.

Town Strategy for Crewe

1.11 During 2011, Cheshire East Council sought the views of residents, workers, visitors and shoppers on what they most liked about their town or village and what they wanted to see improved. This was called the Place Shaping Consultation. In Crewe, the factors most valued were community facilities such as libraries and theatres, health and educational facilities. The town centre and its appearance, traffic levels and employment opportunities were identified as being of most need of improvement in the town.

1.12 Following on from the Place Shaping Consultation, the Council has been working closely with representatives of the local community to develop this draft Strategy to guide the future planning of Crewe. Two workshops were held with Cheshire East Councillors representing Crewe and its surrounding Parishes. A workshop was also held with some members of the All Change for Crewe Project Board/Groups which was attended by business, community and environmental groups and representatives of some of the surrounding Parish Council areas.

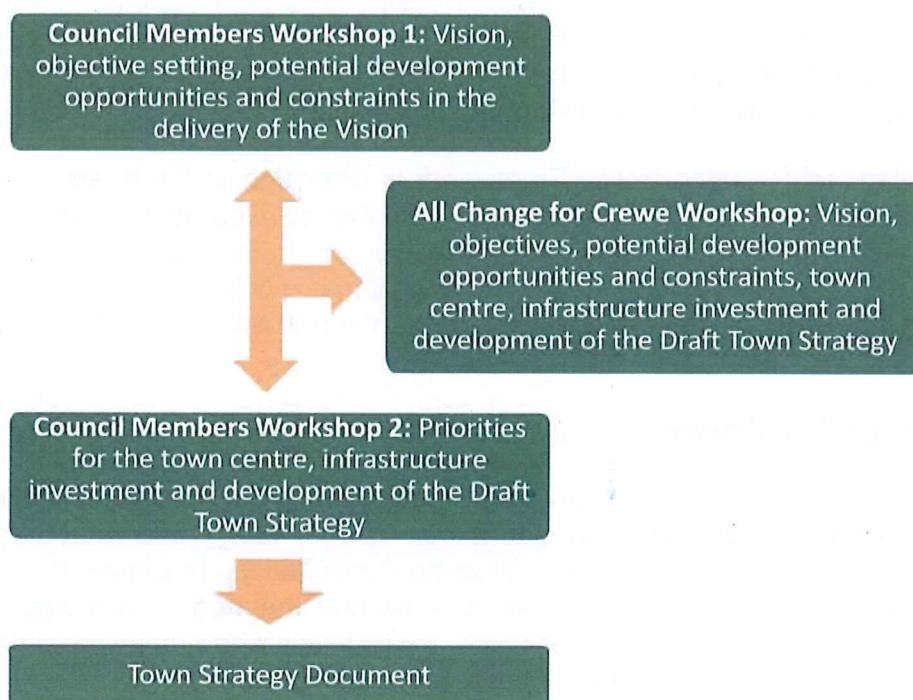


Figure 1 Content of Workshops

1.13 The workshops discussed how the Town Strategy should meet the future needs of the town, to deliver the All Change for Crewe strategy, to make it an even better place over the next 20 years. Figure 1 shows what was discussed at each workshop. This draft Town Strategy, as agreed by Crewe Local Councillors, sets out a Vision for Crewe, looking at what the town should be like by 2030. Following on from the Vision are a number of Objectives needed to realise the Vision, and a set of specific aims which add detail to the Objectives, that relate directly to the five key aims of the All Change for Crewe strategy. The draft Town Strategy also identifies a number of possible areas that may be suitable for future development.

1.14 This document has been published for consultation to seek the views of the local community, businesses and other stakeholders.



2 Next Steps

2.1 Once that all consultation responses have been considered, the Town Strategy will be amended as appropriate and will be used to inform the Cheshire East Local Plan. It is important to note that the Town Strategy itself will not introduce new planning policies, nor will it allocate any sites for development. Its purpose is to make sure that the views of the local community are properly taken into account when drafting the Local Plan. Any new planning policies or site allocations will be proposed through the Local Plan, taking into account all other background evidence (such as housing needs assessment, employment land review, retail study, transport assessments, flood risk assessments, sustainability appraisals and others), national legislation, national guidance, and site-specific appraisals.

2.2 The Local Plan will be made up of a number of key documents including the Core Strategy, Site Allocations Plan and Infrastructure Plan. Figure 2 illustrates the relationship of the Town Strategy document to the Local Plan. This highlights how the Town Strategy will provide a steer to the content and direction of the Local Plan.

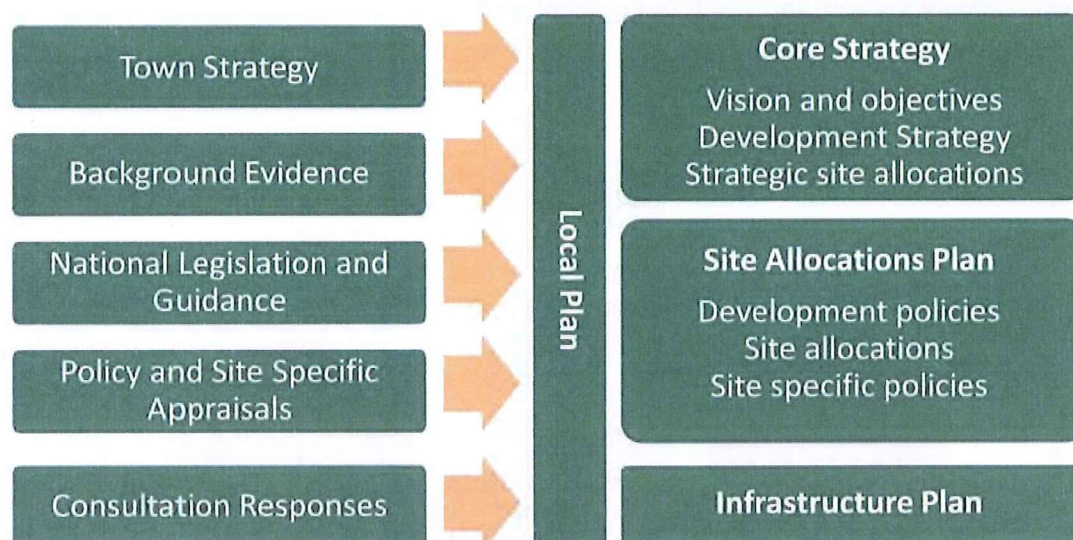


Figure 2 Relationship of the Town Strategy to the Local Plan

2.3 There will be further consultations on the Local Plan including consultation on an overall development strategy for Cheshire East in autumn 2012 and consultation on the draft Core Strategy early in 2013.

2.4 The Core Strategy and Site Allocations Plan will both be subject to separate 'examinations in public' with a Government-appointed inspector. At the examination, the Council will need to demonstrate that all reasonable alternatives to the final proposals have been properly considered. This draft Town Strategy and consultation responses received will form an important part of the Council's evidence in demonstrating that all reasonable alternatives have been considered prior to drafting the Local Plan.

2.5 The Council aims to adopt the Core Strategy in late 2013 / early 2014 with the Site Allocations Plan following later in 2014.



3 Context

All Change for Crewe

3.1 From its inception, Cheshire East has identified Crewe as its biggest spatial priority and has developed the "All Change for Crewe" strategy in response to this. This vision proposes to:

- Plan for significant growth in housing and jobs;
- Radically improve strategic transport links and create a state-of-the-art broadband Internet network;
- Develop a more diversified 'knowledge economy' that attracts and keeps hi-tech firms and skilled workers;
- Enhance the attractiveness of Crewe as a place to live and work – including boosting schools and local transport;
- Develop key underutilised sites – including the Basford East and West investment sites, Crewe railway station and the town centre; and
- Improve the town's public image and leadership.



3.2 The delivery of the 'All Change for Crewe' programme and this strategy will assist in:

- The improvement of the skills of the residents of the town;
- Bringing forward strategic employment sites at Basford, creating about 6,000 jobs;
- Diversifying the types of jobs available to include more knowledge based and high technology businesses;
- Improving the town's transport links and high speed broadband infrastructure;



- Redevelopment of the town centre; and
- Making the town a better place to live, by improving the environment and creating new open spaces.

3.3 The Crewe Town Strategy has been written in the context of the 'All Change for Crewe' Strategy and reflects the 5 aims contained within it, to ensure the delivery of 'All Change for Crewe'.

Why is the 'All Change for Crewe' employment led 'growth' strategy needed for Crewe?

3.4 The All Change for Crewe Strategy has been driven by the need for Crewe...

To fulfil its potential

3.5 Crewe is the largest town in south Cheshire and a major economic hub. It has a strong business base with real potential to improve its performance with regional significance.

3.6 Crewe is connected and has potential to attract major employers and commercial operators:

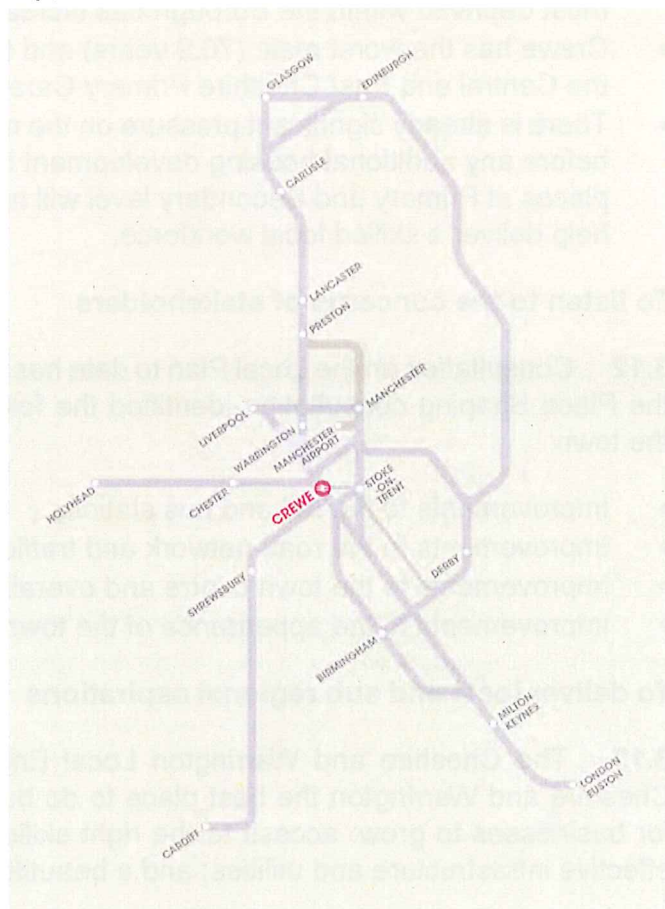
- 90 minutes by train to London non - stop;
- Direct trains to major centres including Manchester, Liverpool, Edinburgh and Glasgow;
- Accessible to the M6 - Junctions 16 and 17; and
- Direct connections to Manchester Airport, Liverpool John Lennon Airport, East Midlands and Birmingham Airport.

3.7 Growth will assist in the delivery of major benefits in the town including a redeveloped rail exchange and the regeneration of surrounding areas; an improved town centre and improved connectivity around the town.

3.8 Growth will increase the number and types of jobs that are available within Crewe, including the delivery of the large Basford East and West sites.

To take advantages of opportunities

3.9 This strategy seeks to take advantage of public and private sector opportunities and facilitate investment for the overall benefit of the town.





3.10 A major example of this is High Speed Rail 2 (HS2) which presents a unique opportunity for Crewe as a strategic location on the highway network to maximise the opportunities provided by High Speed Rail (HS2) including the potential for a new hub station at Crewe which would provide a step change for the growth strategy for Crewe.

To respond to key challenges in the town

3.11 Key challenges in the town include:

- Unemployment in Crewe is higher than the Cheshire East average and qualification levels are poor.
- There is a need to diversify the economy and employment base in the town to provide higher value jobs.
- The need to regenerate Crewe railway station and surrounding areas.
- There are a number of vacant units in the town centre, with some having relocated to the Grand Junction Retail Park, where they have larger units.
- There are issues with traffic congestion, in the town, at peak times of the day.
- There are shortages of outdoor sports space and facilities for teenagers and children within the town; there is also a need for more allotments.
- There are issues relating to deprivation and specifically health deprivation within Crewe. In terms of overall deprivation the number of areas of Crewe that are within the top 10% most deprived within the Borough has increased from 3 in 2004 to 5 in 2010.
- Crewe has the worst male (76.9 years) and female (77 years) life expectancy rates in the Central and East Cheshire Primary Care Trust.
- There is already significant pressure on the numbers of pupil places in parts of the town before any additional housing development is delivered. Sufficient high quality school places at Primary and Secondary level will need to be provided in good time in order to help deliver a skilled local workforce.

To listen to the concerns of stakeholders

3.12 Consultation on the Local Plan to date has identified key issues in Crewe, for example the Place Shaping consultation identified the following areas that needed improvement in the town:

- Improvements to the rail and bus station;
- Improvements to the road network and traffic levels;
- Improvements to the town centre and overall shopping facilities; and
- Improvements to the appearance of the town.

To deliver local and sub regional aspirations

3.13 The Cheshire and Warrington Local Enterprise Partnership (LEP) aims to make Cheshire and Warrington the best place to do business in the UK – the ideal environment for businesses to grow: access to the right skills; supportive and efficient public services; effective infrastructure and utilities; and a beautiful part of the country for people to enjoy.

3.14 In partnership with Cheshire West and Chester and Warrington Councils, Cheshire East Council has signed up to an ambitious growth strategy in a document called 'Unleashing the Potential'.



3.15 The overall aim is to achieve 'significant economic growth by accommodating an increase in population, housing, jobs and Gross Value Added'. The priority is 'super-charged' growth for Crewe with the aim of significantly increasing its economic productivity, with an approximate 25% growth in jobs and population.



4 Vision

Vision

Crewe is 'Open for Business' !

By 2030, as a "gateway to the north" Crewe will be a nationally significant economic centre; one of the leading advanced engineering and manufacturing centres in England; and a sought-after place to live and do business in Cheshire. Crewe will be recognised for its...

Knowledge Economy, with...

- A vibrant, diverse and growing business base, ensuring jobs-led growth, for a diverse range of skills;
- Improved educational attainment and a wide skills base, by all age groups;
- A wide range of high quality educational establishments, including Manchester Metropolitan University;

Connectivity and linkages, with...

- Its high quality communication links, especially for business;
- Improved transport links through and around the town, by public transport, cycle and on foot, ensuring that the railway station, Manchester Metropolitan University, retail park, town centre, employment areas and Leighton Hospital are all easily connected;

Physical development opportunities, with...

- A thriving retail and leisure destination offer;
- A range of attractive and high quality housing choices
- Its distinctive architectural styles, reflecting the town's heritage;

Liveability, local transport and aspiration, with...

- Abundant open spaces throughout the town, for a range of age groups, with its high quality new developments and a pleasant, healthy environment – through green-led growth – a place to 'live better';
- Its cultural quality eg. Lyceum Theatre and Queens Park;
- Green spaces surrounding the town and strong Green Gaps between the towns of Crewe, Nantwich and the villages of Haslington, Weston, Shavington and Willaston;

Image, perception and leadership, with...

- A safe, attractive and high quality environment;
- A community and urban environment that is proud of its industrial and rail heritage;
- An attractive, thriving, high quality, green town centre.



5 Development Principles

Development Principles

The following development principles will be used to deliver the vision.

Development should.....

- position Crewe as a nationally significant economic centre and a prime destination for investment and growth;
- reflect this town strategy to deliver great places and high quality, larger scale urban design;
- be focused and flexible to respond to market conditions;
- promote self containment and sustainable lifestyles, whilst ensuring that new developments link sustainably with the rest of the town;
- deliver sustainable development by considering the social, economic and environmental performance of a place as well as physical characteristics;
- introduce design codes to create a lasting, safe and well liked living environment for each site;
- Improve existing and provide new green infrastructure within new developments, to bind and link places in the town together; promote healthier lifestyles; provide sustainable transport choices; improve the overall environment; and make the town an attractive place to live, work and invest in; and
- reflect sustainability principles.





6 Objectives and Strategy

6.1 The strategic aims of the Crewe Town Strategy are complimentary and are based on those of 'All Change for Crewe'. They are set out in the following diagram:



6.2 In the delivery of the Crewe Town Strategy, the Council and its partners will aim to do the following:



Objective 1: Knowledge Economy, People and Businesses

- To create new and retain existing jobs, by providing a viable supply of quality employment land, business parks and premises to attract new and innovative businesses and enable existing businesses to grow;
- To ensure that a regenerated Crewe rail exchange helps to develop the skills and knowledge base of the town, via opportunities presented by its connectivity and wide catchment, to support business and growth objectives;
- To improve the skills and attainment levels of the town's residents of all ages and support leading educational institutions including schools, Manchester Metropolitan University (MMU) and South Cheshire College;
- To develop and promote opportunities for the town's visitor and night time economies;
- To maximise the opportunities offered by rail links and to use the unique opportunity that may be provided by High Speed Rail (HS2) to reinvigorate Crewe's status as a gateway to the north west, deliver growth through increased development activity and act as a focal point for business activity in the North West; and
- To develop flexibility to respond to market conditions and deliver economic wellbeing in the town.





Strategy: Knowledge Economy, People and Businesses

- To support start up, incubator units, small and growing businesses and existing employers in the town;
- To nurture new innovative businesses and develop a thriving and sustainable knowledge economy with high value-added employment uses;
- To support the regeneration of Crewe rail exchange and its surroundings areas and assist in the development of an expanded skills and knowledge base;
- To safeguard and improve existing viable employment areas in the town;
- To provide sufficient land for small and medium sized general employment uses;
- To support existing industries and major employers in the town including Bentley, Bombardier, Fujitsu, Mid Cheshire NHS Foundation Trust, Manchester Metropolitan University and others;
- To improve the town's night time and visitor economies making the most of existing assets in the town such as its rail heritage and Bentley;
- To improve skills and workforce development;
- To maximise the opportunities provided by rail links and those that may be provided by High Speed Rail (HS2) including the potential for a new hub station at Crewe, to secure a lasting economic legacy of growth across the subregion and beyond; and
- To secure excellent educational facilities to meet the needs of the current and future population of all ages, thereby securing a strong and integrated student presence, supported by successful educational institutions including schools, Manchester Metropolitan University (MMU) and South Cheshire College.



Objective 2: Connectivity and Linkages

- To ensure a redeveloped Crewe Railway Exchange fulfils its role as a strategic hub on the West Coast mainline, with a transport interchange in the town linking local public transport provision to national connectivity and acting as a catalyst for prosperity;
- To strengthen linkages and improve connectivity between the town centre; the Grand Junction Retail Park; Manchester Metropolitan University; employment areas; Leighton Hospital and Crewe Railway Station including direct road, cycle and pedestrian links, a transport interchange in the town centre and accessible and efficient public service provision;
- To encourage travel by sustainable means in order to reduce congestion;
- To deliver improvements to the existing road network, including new cycle and pedestrian routes to facilitate more sustainable transport movements within and around the town;
- To improve connectivity to the M6 Motorway; and
- To ensure that Crewe has the latest information and communication technology (ICT), including Next Generation Broadband and infrastructure to support its competitiveness and to help attract growing companies.

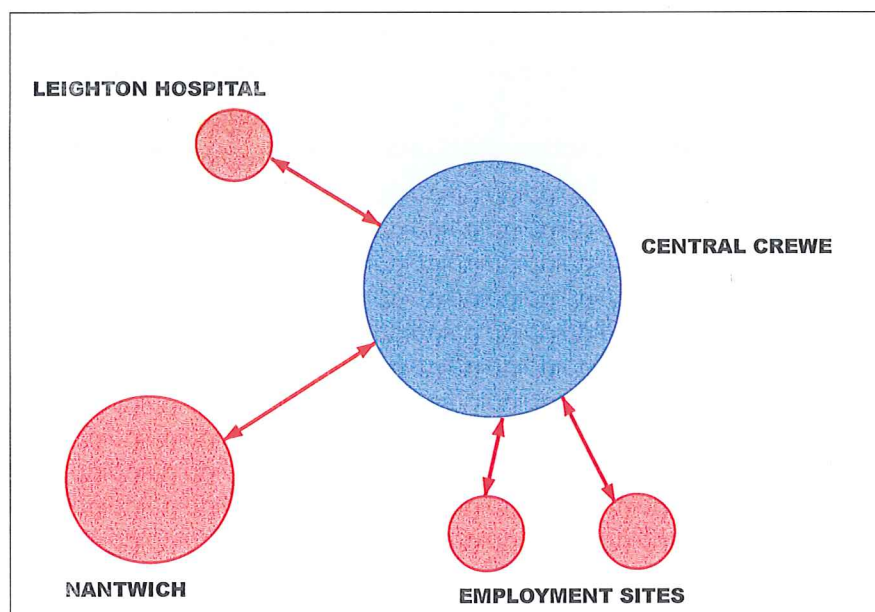
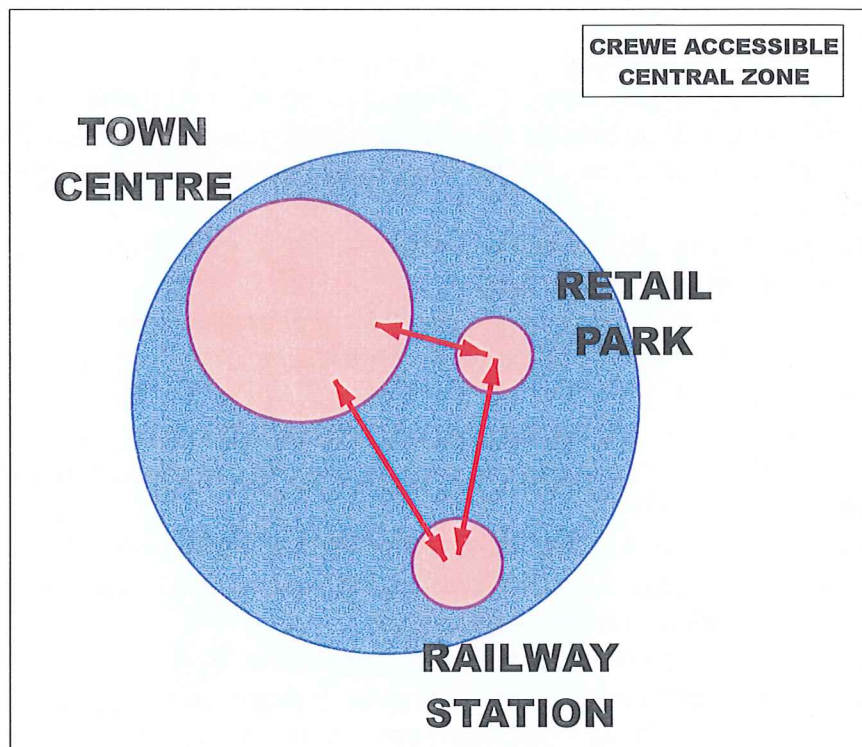




Strategy: Connectivity and Linkages

- To support flexible working and investment in new communication technologies, to allow home working and to support businesses reliant on e-technology in the town;
- To develop the economic relationship and connectivity of Crewe with the surrounding villages and rural areas whilst maintaining the character of those areas;
- To deliver effective linkages, including public transport, pedestrian and cycle links between Crewe town centre; the railway station, Grand Junction Retail Park; Manchester Metropolitan University; Leighton Hospital and employment areas;
- To secure appropriate access arrangements, including disabled access;
- To deliver improvements on road corridors in the north of the town ensuring that there are strategic road links from development sites to key areas including the town centre; Manchester Metropolitan University; Grand Junction Retail Park; Railway Station and employment areas;
- To deliver new strategic road links including the Crewe Green Link Road South and improve the A500 Barthomley Link to the M6 motorway;
- To deliver the Crewe Rail Exchange as a high quality gateway into Crewe, with a new station entrance, radically improved concourse, amenity provision, and station facilities, a new public transport interchange and improved access arrangements;
- To reduce congestion on roads by improving the ease of movement around the town for pedestrians, cyclists and by public transport. This will include the provision of cycle parking at key locations and the creation of new and improved green cycle and pedestrian links within the town and within new developments, creating links to schools and connecting the various areas of the town;
- To work with the Highways Agency to deliver improvements to Junction 16 and 17 of the M6 and to strengthen the excellent links that Crewe has to the West Coast Main Line, M6 Motorway, Airports in Manchester, Liverpool and Birmingham as well as the Mersey Ports;
- To take advantage of opportunities that may be presented by High Speed Rail 2 and to ensure that appropriate transport links within the town are provided; and
- Ensure car parking provision serves the economic function of the town centre.

6.3 The following diagram(s) highlight the important connections in Central Crewe between the Town Centre, Grand Junction Retail Park and Railway Station and then the relationship between Central Crewe and Leighton Hospital, employment sites in and around Crewe and its relationship to Nantwich.





Objective 3: Physical Development Opportunities

- Create 6,000 jobs and deliver significant economic growth on the Basford Strategic Development Sites with a mix of uses focusing on high value knowledge and science based industries;
- To encourage a mix of uses in new development i.e. employment, housing and other community uses wherever possible;
- To provide high quality, well designed development in appropriate locations to meet the current and future needs of the town. This will include a mix of house types, tenures and affordability;
- To provide new and improve existing green spaces within new and existing developments, to enhance biodiversity and to provide a high quality and healthy environment;
- To deliver a mix of leisure, retail, cultural and heritage uses in the town centre;
- To deliver a thriving destination for retail and leisure spend to both a growing population and to visitors from further afield;
- Make better use of brownfield sites in and around the town;
- To promote the vibrancy and variety of Nantwich Road as an alternative, complementary mix of leisure and retail uses to the town centre;
- To provide for the facilities and infrastructure that a growing population requires to support the development of the town;
- To investigate the feasibility and implementation of low carbon initiatives; District Heating Energy Generation areas and geothermal heating opportunities in the town; and
- To ensure the future maintenance of the natural and built environment.



Strategy: Physical Development Opportunities

- To unlock the strategic sites at Basford for employment and other appropriate uses;
- To investigate the feasibility of self build and live/work units for economic and residential uses;
- To deliver sufficient employment land to fulfil the economic potential of the town (to be determined by the Cheshire East Employment Land Review);
- To deliver in the order of 6-7,000 new homes by 2030;
- To develop good quality, well designed and fit for purpose development in sustainable locations to meet the current and future needs of the town. Sites will be developed with abundant open spaces within them, that connect to existing open spaces within the town;
- To provide affordable, intermediate, open market and specialist housing (for the elderly and those with particular needs);
- To prioritise development on appropriate vacant brownfield sites;
- To improve the quality of the environment in the neighbourhoods of older housing areas and to bring empty properties back into use;
- To deliver a low carbon economy and investigate the feasibility of retrofitting energy efficiency and carbon reduction initiatives to existing houses and the implementation of District Heating Generation Areas and geothermal opportunities in the town;
- To deliver a retail-led redevelopment within the core of the town centre with anchor store(s) alongside an introduction of a wider mix of uses to generate and protect footfall.
- To increase and improve the town centre leisure and cultural offer and introduce residential development into the town centre to encourage a 24-hour culture, improved footfall, surveillance and safety;
- To deliver active street frontages and uses, commercial or otherwise, on ground floors to add visual interest, generate footfall and strengthen economic performance;
- To maintain the vibrancy of Nantwich Road and ensure that it is complementary to the aspirations of the town centre;
- To redevelop the Mill Street area, linking the Railway Station and the Town Centre for predominantly residential uses alongside a wider mix;
- To investigate the potential for expansion at the Cumberland Arena to provide a wet and dry leisure and community hub designed to a high standard, with improved access to the local community;
- To examine the feasibility and viability of schemes in the delivery of the overall Vision for the town; and
- To ensure that maintenance of the natural and built environment is included within future development proposals.



Objective 4: Liveability, Local Transport and Aspiration

- To regenerate key areas across the town, tackling areas of deprivation, including but not exclusive to the town centre, Mill Street, Hightown, West Street and Nantwich Road;
- To improve aspirations for all using the All Change for Crewe framework;
- To support the community to develop healthier lifestyles, contributing to increased wellbeing and reduced health inequalities;
- To safeguard and enhance heritage and natural assets, in and around the town, in particular Crewe Hall and Queens Park, which has a very wide heritage and recreational value;
- To create an attractive external environment thorough 'greening' of the urban area. Greening of the urban area and in particular new development will stimulate investment and economic growth; enhance biodiversity; increase habitat for wildlife; increase opportunities for leisure and recreation; improve the health of residents and commuters, through healthier lifestyles and ensure retention of skills in the town;
- To ensure new development enhances the landscape setting of the town;
- To deliver green infrastructure suitable for multi-functional use and ensure connectivity within existing and new open space networks; and
- To retain strong Green Gaps between the towns of Crewe and Nantwich and the villages of Haslington, Weston, Shavington and Willaston, to maintain the identity and character of the individual settlements.

Strategy: Liveability, Local Transport and Aspiration

- To regenerate neighbourhoods in the town including the replacement and refurbishment of housing stock, where appropriate in areas including the town centre, Mill Street, Hightown, West Street and Nantwich Road;
- To take opportunities to facilitate the provision of new and the improvement of existing green spaces, including cycle and footpath links, thereby ensuring the delivery of the positive physical and mental health benefits of a strategically planned and delivered network of high quality green spaces;
- To safeguard existing sites of biodiversity and geodiversity importance and to ensure that the enhancement of existing and the creation of new green spaces create areas of importance for wildlife, biodiversity and geodiversity;
- To deliver the actions within the Green Infrastructure Action Plan for Crewe, including increasing the quality, quantity, connectivity, accessibility and supply of green spaces, allotments, sports pitches and playground areas within the town;
- To obtain further grant funding and funding from S106/Community Infrastructure Levy, to ensure the continuation of the restoration of the key heritage and recreational asset, of Queens Park.
- To positively manage areas of flood risk; and
- To safeguard and enhance buildings, sites and areas of heritage and cultural importance.



Objective 5: Image, Perception and Leadership

- Promote a positive image of Crewe to those who live, work and want to invest in the town as a town that is 'open for business';
- To ensure Crewe is a clean and sought after place to live, work and enjoy leisure time; and
- To provide infrastructure to support an increase in population with integrated public and private service delivery.



Strategy: Image, Perception and Leadership

- To improve the public realm and attractiveness of the town for business and investment;
- To deliver landmark developments in key gateway locations including Macon Way, Earle Street, Dunwoody Way and West Street as high quality entry points to the town centre;
- To build upon public and private partnerships to assist in the delivery of the overall vision; and
- To secure integrated public and private service delivery to meet health and leisure needs.



7 Development Options

7.1 This strategy will complement the 'All Change for Crewe' programme to deliver major economic led growth in the town.

7.2 Through its Local Plan, Cheshire East has to ensure that there is sufficient land allocated for new homes; jobs; and retail, leisure and other commercial developments. In particular, there is a need to make sure that there is sufficient housing and employment to meet the needs of the town's current and future residents over the next 20 years or so. It is also important to make sure that sufficient affordable housing is provided for people who cannot afford to purchase market housing.

7.3 Key factors influencing the need for new housing include:

- The population of Cheshire East is expected to grow from 362,700 in 2009 to 379,300 by 2026 (Regional Spatial Strategy: Partial Review, Population Forecasts).
- The number of households is expected to increase by 24% from 154,000 to 191,000 by 2030 (Cheshire East's Strategic Housing Market Assessment, 2010).
- The demand for affordable housing. Across Cheshire East there is an identified need for 1,243 affordable homes each year. Within Crewe the need is for 256 affordable houses each year between 2009/10 and 2013/14 (Cheshire East's Strategic Housing Market Assessment, 2010).
- The social housing waiting list shows that across Cheshire East 10,952 people have applied for social housing. Of these, 2,414 are on the waiting list for Crewe (Housing Waiting List, May 2012).
- To ensure the managed release of sufficient land for development to meet the objectively assessed needs for market and affordable housing, in accordance with the requirements of the National Planning Policy Framework.

7.4 Additionally, new housing can provide benefits to local residents, it can:

- Stimulate the economy, by providing jobs in the building trade, generating additional spending power in the local community and by providing homes for people who come to work in the area;
- Provide the housing to meet the needs of the current and future community;
- Provide funding for infrastructure, through the Community Infrastructure Levy (see section 11); and
- Support the continued vitality of the town centre and local services.

What are the options ?

7.5 When considering options for development, there is a need to consider Crewe in its wider context. This is indicated in Diagram 1, highlighting the town's links to Nantwich and the wider transport network including the M6. This diagram should be considered jointly with Diagram 2 in considering the future of the town.

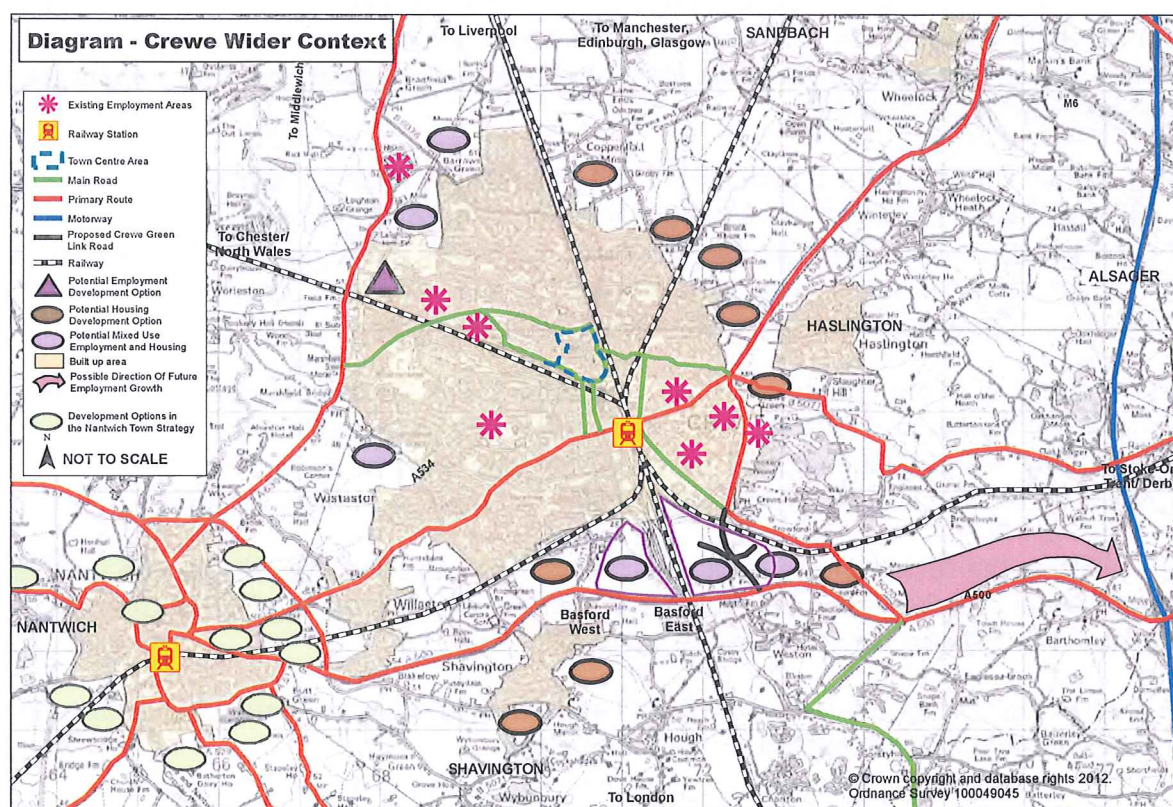


Diagram 1: Crewe Wider Context. This Diagram is for Indicative Purposes Only

7.6 Diagram 2 identifies a number of potential development options in and around Crewe that may offer opportunities for growth in the future.

7.7 During the Local Plan Examinations in Public, the Council will need to demonstrate that all reasonable options have been considered prior to drafting the plan. We are keen to gather a wide range of views on all of these potential areas in order to assist this process.

7.8 These sites will be subject to further appraisal and no decisions have been made about the overall suitability of these sites for development. It is not intended that all sites would be required to achieve the delivery of the vision for the town.

7.9 To deliver 'All Change for Crewe', over 14,500 new jobs will be created.

7.10 Phase 1 of the delivery of 'All Change for Crewe' will be focused on the two Basford Strategic Employment sites; expanding businesses already present in the town; the Crewe Green Business Park; University Way and in the town centre. In addition, new housing development will take place within the urban area of Crewe and on sites on the edge of Crewe, where employment development will also take place, to create mixed use developments with abundant open spaces within them.



7.11 Phase 2 of the 'All Change for Crewe' programme is represented by a possible direction of future employment growth on Diagram 1. This direction of growth seeks to deliver a step change of economic led growth in the town and take advantage of any future opportunities including High Speed Rail 2.

7.12 Within Crewe, at the end of the 2010/11 monitoring period, there were commitments for 887 dwellings; in addition the Strategic Housing Land Availability Assessment identified the potential for around 500 additional dwellings to be built within the town. Since that date, planning permissions have also been granted for 400 dwellings on Parkers Road; 650 dwellings at Coppenhall East and 51 dwellings at Gresty Green Road.

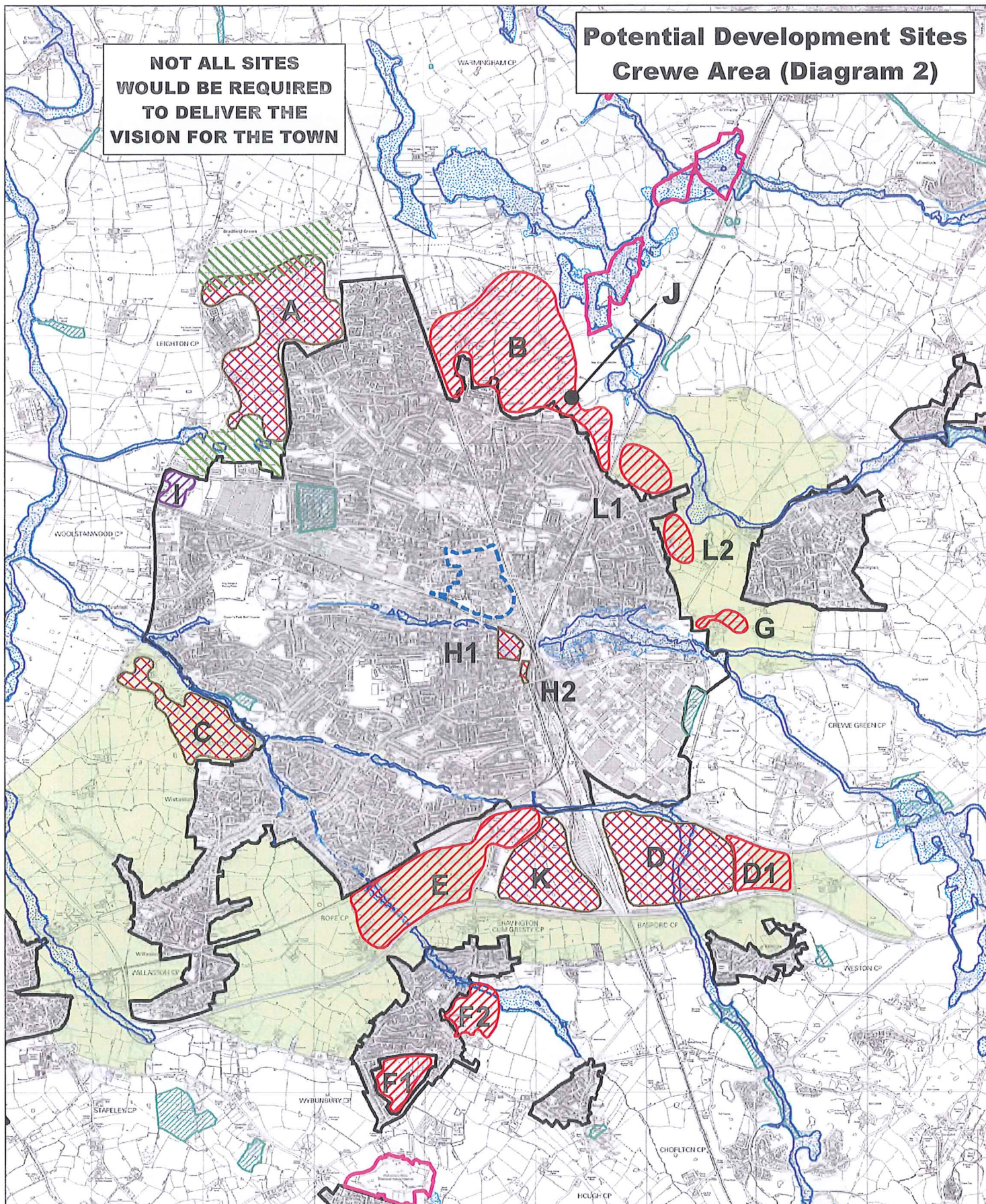
7.13 Taking all of the commitments into account, there would be a need to find sites for around 3,300 dwellings. It is likely that these sites would be located on the edge of the town and that they would be developed as either housing sites or mixed use sites, including abundant green spaces, employment, local centres and new Primary Schools.

7.14 During the review of the Potential Development Options, the All Change for Crewe workshop (which included representatives of some of the surrounding Parish Councils) and workshop with Crewe Local Councillors indicated:

- Overall support for the retention of the Green Gap and a consensus view against the development options located in the Green Gap;
- Overall support for the mixed use development of sites D and K;
- Overall support for the employment development option sites I and J;
- Overall support for the mixed use development of the brownfield sites H1 and 2 and
- Mixed views and no clear steer on the the remaining sites.




**NOT ALL SITES
WOULD BE REQUIRED
TO DELIVER THE
VISION FOR THE TOWN**

Potential Development Sites Crewe Area (Diagram 2)



Constraints

-  Site of Biological Importance
-  Settlement Boundaries
-  Green Gaps
-  Green Buffer

-  Site of Special Scientific Interest
-  NW Floodzone 3
-  NW Floodzone 2

Potential Development Areas

-  Employment
-  Housing
-  Mixed Use
-  Town Centre Boundary





Area	Potential Development Uses	Comments
A	Mixed Use - housing, employment, local centre and primary school	<ul style="list-style-type: none"> The site lies adjacent to the north western edge of Crewe and adjacent to Leighton Hospital. The site could deliver either employment development and around 1,600 dwellings or around 1,800 dwellings (400 dwellings already have planning permission). Either option would also deliver a local centre and primary school. Development of the site would facilitate the delivery of the Leighton West Country Park, to the south of the site. Expansion land for Leighton Hospital will be safeguarded from development.
B	Housing, local centre and primary school	<ul style="list-style-type: none"> The site lies adjacent to the north eastern edge of Crewe. This area could deliver about 2,000 dwellings (650 dwellings already have planning permission), a local centre and a primary school.
C	Mixed Use - housing, employment and local centre	<ul style="list-style-type: none"> The site lies in the Green Gap, adjacent to the western edge of Crewe. This area could deliver either 1,000 dwellings and a local centre or employment development, around 750 dwellings and a local centre. The site would be accessed from Middlewich Road and Church Lane.
D	Mixed Use - employment, housing, a local centre and primary school	<ul style="list-style-type: none"> The site forms the Basford East Strategic Employment site and its development will facilitate the development of the site for employment purposes and the delivery of about 4,000 jobs. The site could also deliver around 1,000 dwellings; a local centre; hotel; GP Surgery; petrol filling station and primary school.
D1	Housing	<ul style="list-style-type: none"> The site could deliver around 500 dwellings. The site lies in the Green Gap, adjacent to the Basford East Strategic Employment site.
E	Housing	<ul style="list-style-type: none"> The site lies to the south of Crewe, with most of the site being in the Green Gap. The site could deliver about 1,200 dwellings (51 dwellings already have planning permission.)



Area	Potential Development Uses	Comments
F1	Housing	<ul style="list-style-type: none"> This site lies between the villages of Shavington and Wybunbury. The site could deliver 450 dwellings and a local centre.
F2	Housing	<ul style="list-style-type: none"> This site lies on the edge of the village of Shavington. The site could deliver 500 dwellings and a local centre.
G	Housing	<ul style="list-style-type: none"> This site lies in the Conservation Area of the village of Crewe Green and in the Green Gap. The site could deliver about 80 dwellings.
H1&2	Mixed Use	<ul style="list-style-type: none"> The sites could deliver around 140 dwellings; retail and offices. (Planning permission was given for 53 dwellings on part of this site, as part of a mixed use proposal.) They could also facilitate a pedestrian and cycle linkage between the town centre and the railway station.
I	Employment	<ul style="list-style-type: none"> The site lies on the western edge of Crewe and previously had planning permission for a mix of employment uses.
J	Employment (within site B)	<ul style="list-style-type: none"> A small area of site B that could be developed for a mix of employment uses.
K	Mixed Use - employment, housing, a local centre	<ul style="list-style-type: none"> The site forms the Basford West Strategic Employment site and its development will facilitate the development of the site for employment purposes and the delivery of about 2,000 jobs. The site could also deliver around 100-200 dwellings; a local centre; hotel; pub/restaurant and car dealership.
L1	Housing	<ul style="list-style-type: none"> The site lies in the Green Gap, on the north eastern edge of Crewe. The site could deliver around 300 dwellings
L2	Housing	<ul style="list-style-type: none"> The site lies in the Green Gap, on the north eastern edge of Crewe. The site could deliver around 160 dwellings

The sites detailed above represent a set of options to achieve a jobs-led growth strategy for Crewe. They are not proposals and not all of the sites would be required to deliver the vision for the town.



8 Town Projects

8.1 The physical environment in Crewe is influenced by major infrastructure including five railway lines interchanging at the station to the south of the town centre. Six key zones have been identified in and around the town.

8.2 Five of the key zones in Diagram 3 are reflected in the 'All Change for Crewe' Prospectus (2012). The Prospectus is a marketing document and a practical expression of, and focus for, ambitions and intentions for Crewe. The stakeholder panels requested that an additional zone be added, at Grand Junction Retail Park and that pedestrian and cycle links between the town centre, the railway station and Grand Junction Retail Park also be included. This is shown on the diagram below.

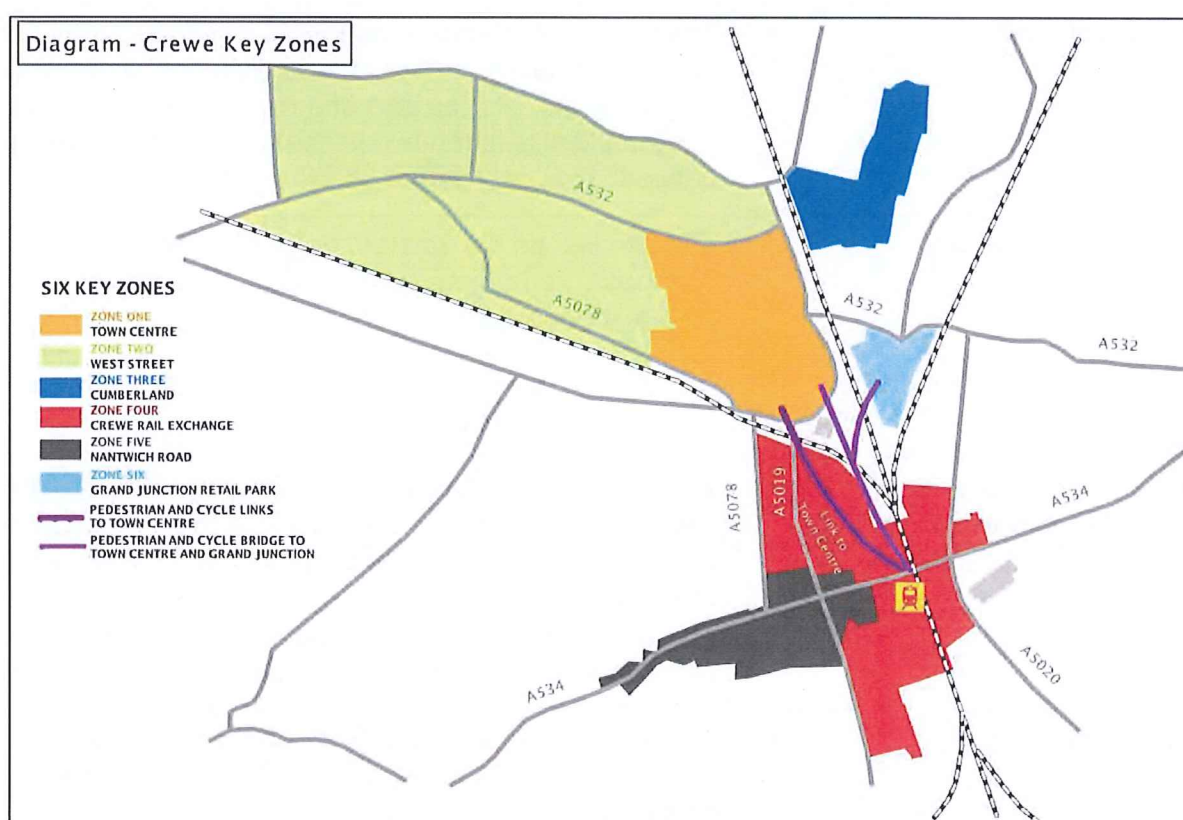


Diagram 3: Town Project Zones

Reference in Crewe Prospectus	Comments
Town Centre Core	<ul style="list-style-type: none"> The town centre core forms the focus of comparison retail offer and includes traditional retail uses within the Queensway and Market Street area, the Victoria Square and Market Centre shopping arcade. Opportunities should be taken for new investment in comparison retail and leisure, including at least one anchor store, national multiples, larger format stores and local



Reference in Crewe Prospectus	Comments
	<p>independent traders. There is an existing consent for a new Sainsbury's store on Vernon Way.</p> <ul style="list-style-type: none"> Food and leisure uses in this zone include the Lyceum Theatre, fronting onto Lyceum Square, and a cinema / bowling alley complex off Dunwoody Way. A wider mix of uses including enhanced food, leisure and cultural offer, and residential uses will be introduced into the town centre to encourage 24-hour use. The physical environment of the town centre core contains a number of surface level car parks and a number of public sector uses. Commercial car parking provision will be delivered to support uses within the area alongside consolidation of current car parking provision. Stronger physical connections will be delivered between the town centre and the Railway Station on Nantwich Road and with Grand Junction Retail Park. The introduction of student accommodation at Oak Street, with a mix of uses at ground floor, will help to link the town centre core to Mill Street. Opportunities should be taken to introduce high quality residential development around Chester Square and in the town centre. Investigate potential opportunity areas, including the bus station and car parks, for alternative uses, including retail and housing, with replacement car park provision, where appropriate. Provide a bus terminus in the town centre, with covered waiting areas and public conveniences. Ensure that a review of car parking charges is undertaken for Crewe town centre. Promote the market, with a unique theme and use it to facilitate small business start ups.
Civic and Cultural Quarter (part of Town Centre Core)	<ul style="list-style-type: none"> The Civic and Cultural Quarter in the town centre core includes the Municipal Buildings and Square, the Lyceum Theatre and Square, the Magistrates Court, and Crewe Library. The zone will be the focus for Civic functions and typified by high quality design, including integration of heritage within the public realm to reflect its prominent gateway position, where possible and appropriate. Opportunities will be taken to introduce commercial uses including office, retail, leisure and cultural uses. Opportunities will be taken to deliver landmark, well designed buildings and integrate them with the public realm.



Reference in Crewe Prospectus	Comments
West Street	<ul style="list-style-type: none"> • A key residential gateway to the town, with areas of social housing and student accommodation, if appropriate. • Growth in the town would result in investment in new and existing family housing in the area, with opportunities to reuse under-utilised community facility buildings along West Street. • There may be opportunities for longer term development at the western end of West Street on disused employment land at the Bombardier site. • Opportunities for the development of housing, at this key gateway location, in close proximity of the town centre, with strong links between this zone and the wider town will lead to an improved retail, cultural, leisure and evening economy offer.
Cumberland Arena	<ul style="list-style-type: none"> • An established community facility within Crewe, providing athletics facilities for the local and wider population. The facility has the potential to provide a high standard leisure and community hub, to meet strategic need across Crewe. • Ensure that any future facility on this site is easily accessible to the community.
Crewe Rail Exchange	<ul style="list-style-type: none"> • Comprising a variety of uses including the Railway Station; the Pedley Street car park; employment uses along Macon Way; the Fire Station on Weston Road and the ex Royal Mail sorting office building. • It is a poor entry point to the town for rail passengers and those accessing Crewe by car from the M6. The Crewe Rail Exchange represents the best opportunity to establish a high quality gateway into Crewe. This would include a new railway station entrance, improved concourse and station facilities, a new public transport interchange and improved access arrangements to relieve traffic congestion. • The opportunity to create a bus terminus at the railway station should be investigated. • Improved signage will be provided at the railway station, to ensure easy access to the town centre. • There are opportunities for a complementary mix of commercial uses to be introduced in this area, to support the interchange aspirations, alongside car parking. • The redevelopment of the Mill Street area would link the Railway Station and the town centre; this will include the creation of cycle and pedestrian links. • There are also aspirations for leisure development on Gresty Road with opportunities to explore potential development in association with the existing sporting hub at Crewe Alexandra Football Club.



Reference in Crewe Prospectus	Comments
Nantwich Road	<ul style="list-style-type: none"> Nantwich Road acts as a key gateway from the railway station and is a vibrant local centre with local independent retail traders. The focus within this zone is to maintain the culture and popularity of Nantwich Road. Development in this area will be small scale to support and enhance the current mix and appeal of the area, whilst supporting the aspirations of the town centre. New development should be of a high standard, in terms of layout, design and signage.
The following items were added by the stakeholder panel	
Grand Junction Retail Park	<ul style="list-style-type: none"> There is a need to improve links between the retail park and the town centre; to this end the feasibility of a pedestrian bridge link should be investigated. There is a need for a traffic management plan to be produced for the area, to ensure that traffic congestion is reduced. Retailers who want to extend existing or develop new units on the retail park need to fully demonstrate why they cannot be located within the town centre. There is a need to investigate the feasibility of providing facilities such as a children's nursery and public conveniences, within the retail park.
Pedestrian and Cycle Links	<ul style="list-style-type: none"> There are opportunities to improve pedestrian and cycle links between Crewe Railway Station and the Town Centre. This includes looking at the feasibility of a cantilever bridge to provide pedestrian and cycle links from the Railway Station to the Town Centre. The feasibility of a bus service connecting key areas of the town, including the railway station; MMU; Grand Junction Retail Park; the town centre; employment areas and Leighton Hospital needs to be considered.

8.3 A key consideration of this Town Strategy is the future of the town centre and whether any changes are required to the current town centre boundary. An outcome of the stakeholder workshops was to suggest an extension to the town centre boundary. Diagram 4 (below) shows the current extent of the town centre boundary, along with a proposed extension to include the site of the new Tesco store.

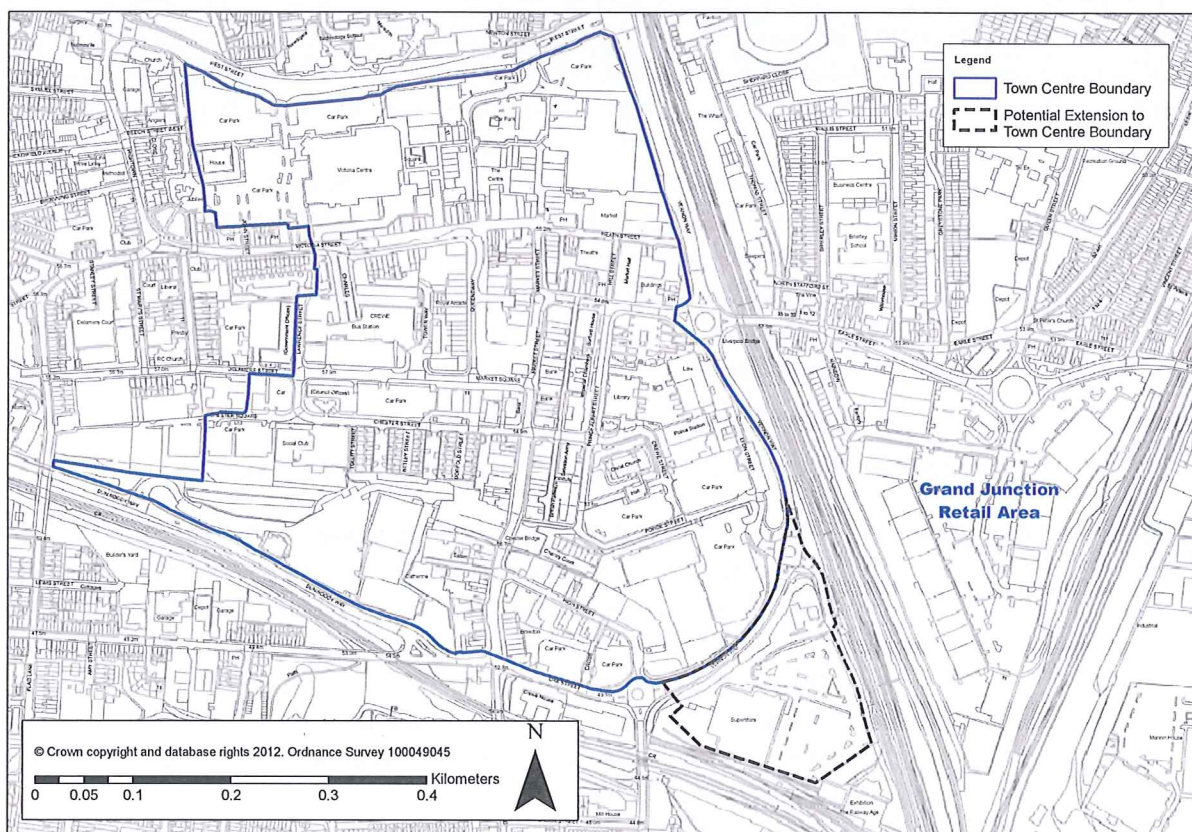


Diagram 4: Map of Crewe Town Centre





9 Environment

9.1 A key element of the vision for Crewe is the creation of inter-connected green spaces:

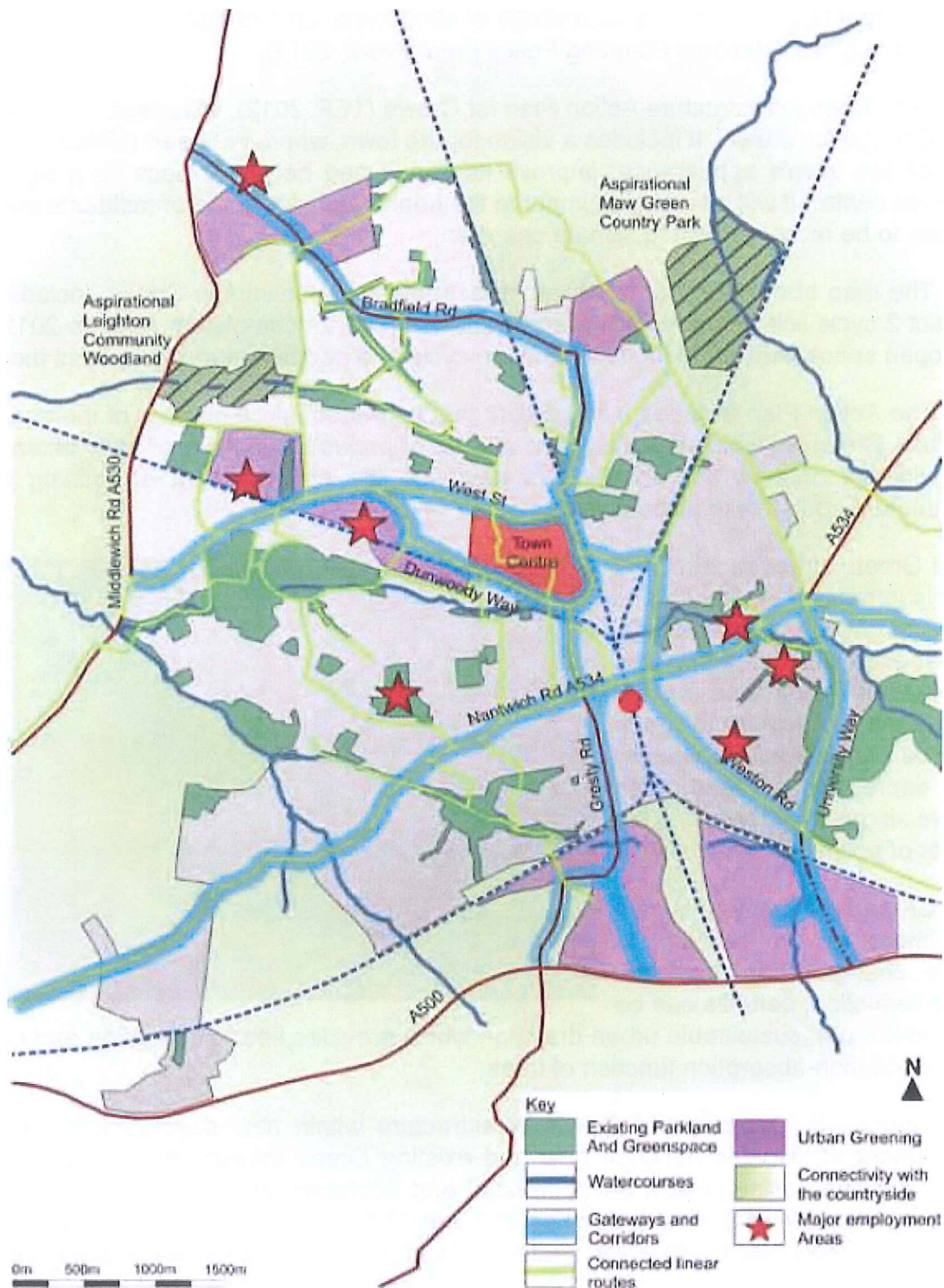


Diagram 5 : Crewe's Green Infrastructure Framework (source: Green Infrastructure Action Plan for Crewe, TEP 2012)



9.2 'Good quality of place can give cities a competitive advantage as they compete in an increasingly globalised economy' (Cabinet Office, 2009).

9.3 Green Infrastructure is 'A network of multi-functional green space, urban and rural which is capable of delivering a wide range of environmental and quality of life benefits for local communities' (National Planning Policy Framework, 2012).

9.4 The Green Infrastructure Action Plan for Crewe (TEP, 2012), will assist in the delivery of 'All Change for Crewe'. It includes a vision for the town, whereby Green Infrastructure will enhance the town's appearance; improve its image and help it to become a significant economic centre. It will also help to improve the health and well being of residents and help the town to be more resilient to climate change.

9.5 The map above shows the Green Infrastructure Framework in Crewe, including the Connect 2 cycle link between Crewe and Nantwich (due for completion Autumn 2012); the main open space network in the town and the cycle and pedestrian routes around the town.

9.6 The Action Plan includes a framework that is divided into a number of themes, such as 'Urban Greening' which includes case studies of projects that have already taken place and guidance on how the provision of new and the enhancement of existing Green Infrastructure should take place in the future.

9.7 Green Infrastructure will assist in improving the health and well being of the town's residents. Regular exercise in green spaces results in physical and mental health benefits. Access to green space can reduce stress, anxiety and depression. Trees can improve air quality, by reducing the number of pollutants in the air.



9.8 Green Infrastructure is also very important, in relation to climate change adaptation and carbon reduction; benefits can be provided through sustainable urban drainage which provides flood attenuation and cooling and the pollution-absorption function of trees.

9.9 Overall, the inclusion of Green Infrastructure within new developments and the improvement of linkages between new and existing Green Infrastructure, in Crewe, will provide positive social, health, environmental and economic benefits for the town. It will ensure that, as Crewe grows, it does so in a way that will ensure that the town is a high quality, sustainable place, with a high quality of life, improved residents' health and a cohesive community.



10 Infrastructure Priorities

10.1 The Community Infrastructure Levy is a levy that Local Authorities can choose to charge on new developments in their area. The proceeds of the levy will be spent on providing infrastructure to support the development of the area.

10.2 It is important to consider the infrastructure required to support the development proposals and the relative priorities for phasing (what order infrastructure is delivered over the plan period). The Town Strategy should establish priorities to guide future investment in the town through the Community Infrastructure Levy.

10.3 The Local Authority should publish a list of the types of infrastructure items required and their funding to ascertain the levels of Community Infrastructure Levy.

10.4 The following is a list of the main infrastructure requirements that will be required to deliver the vision, objectives and strategy for Crewe. They are directly related to each of the objectives which will in turn deliver each of the aims of 'All Change for Crewe'. N.B - they are not listed in any order of priority:

Objective	Infrastructure
1) Knowledge Economy, People and Businesses	<ul style="list-style-type: none">• Improved educational attainment, including apprenticeships and links with employers• Provision of new schools, where required
2) Connectivity and Linkages	<ul style="list-style-type: none">• High Speed Broadband• Integrated and improved public transport provision and exchanges in the town centre and at the railway station• Highway improvements and sustainable transport initiatives, to reduce traffic congestion• A500 Barthomley link road to M6• Improvements to Junctions 16 and 17 of the M6
3) Physical Development Opportunities	<ul style="list-style-type: none">• Affordable Housing• Integrated community and sports facilities, including a new swimming pool• Future maintenance of the built and natural environment• Crewe Green link road• Basford West link road• Flag Lane link road• Improvements to Crewe Green roundabout



Objective	Infrastructure
	<ul style="list-style-type: none"> • Improvements to the A5020 Weston Road roundabout • Low carbon energy initiatives
4) Liveability, Local Transport and Aspiration	<ul style="list-style-type: none"> • Improvements to existing and the provision of new Green Infrastructure, throughout the town • Improvements to existing and the provision of new pedestrian and cycle links throughout the town
5) Image, Perception and Leadership	<ul style="list-style-type: none"> • Integrated health care facilities • Better youth facilities • Improvements to the public realm of Crewe and the image of Crewe

10.5 The list of priorities set out above will also be shaped by further evidence such as transport assessments and other important assessments to ensure the delivery of the Local Plan.

10.6 The resources received from the Community Infrastructure Levy are finite and will not be able to cover all the aspects the Council and community may wish. The Council, in the preparation of the Local Plan, will investigate the expected costs in infrastructure provision across the Borough, prepare a list of charges attached to development and set out how this should be spent. It is important to consider priorities or phasing of infrastructure so that it is clear in what order investment in infrastructure should be prioritised and delivered in the Local Plan.

10.7 The stakeholder workshops also identified their top ten infrastructure requirements, to deliver the Vision for Crewe. They are set out below (in no particular order):

- Improvements to the Barthomley Link to the M6 Motorway (i.e. Dualling; improvements to J16 and 17.)
- Green infrastructure - to include improved and new children's play areas; the provision of allotments and community gardens; improvements to existing and the provision of new pedestrian and cycle routes; a programme of enhancements to existing open spaces; the provision of new open spaces, including sports pitches.
- Continuing improvements to Queens Park, through further grant funding and funding from S106/Community Infrastructure Levy, to ensure the continuation of the restoration of this key heritage and recreational asset.
- Integrated and improved public transport provision, including connecting key parts of the town (railway station, MMU, retail park, town centre, Leighton hospital) and the villages with the town and the hospital.
- Integrated health care facilities, including more integrated health centres.
- Improved educational attainment by all ages, including improving links between employers and education providers to establish apprenticeship schemes.



- New or expanded and improved adult social care facilities.
- Improvements to existing residential areas, including West Street; Hightown and Nantwich Road.
- Maintenance of the natural and built environment, in new developments and existing areas of the town.
- Improved youth facilities, integrated into leisure provision wherever possible, that feel 'safe'.

10.8 Other infrastructure requirements that the stakeholder workshops identified that are not included in either of the lists above are also set out below (in no particular order):

- The delivery of Leighton West Country Park
- Completion of the Connect 2 cycle link between Crewe and Nantwich.
- Reduction in street sign clutter / improvements to parking arrangements
- Improved links / visibility between Crewe Town centre and Crewe Railway Exchange
- Better youth facilities
- Increased provision of cycle parking stands
- Improved disabled and mobility impaired access, particularly at the station
- Renewable energy projects
- New public transport facilities, associated with High Speed 2 (depending upon its route, yet to be confirmed)
- Sports facilities, including a new or improved swimming pool
- Enhanced community facilities, such as the library, possibly in the form of a 'Lifestyle Centre'
- Improvements to Manchester Metropolitan University, in accordance with their Estates Strategy
- New or expanded GP provision
- New or expanded dentist provision
- Expanded and improved health care facilities at Leighton Hospital, in accordance with their Estates Strategy
- Sufficient car parking provision for the town centre
- New cremators and/or improved crematorium
- Sufficient Police, Fire and Ambulance coverage, including appropriate accommodation





11 Further Information

The Consultation

- The consultation will be held between xx 2012 and xx 2012.
- An exhibition will be held at xx, held between xx 2012 and xx 2012.

Contact Information

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