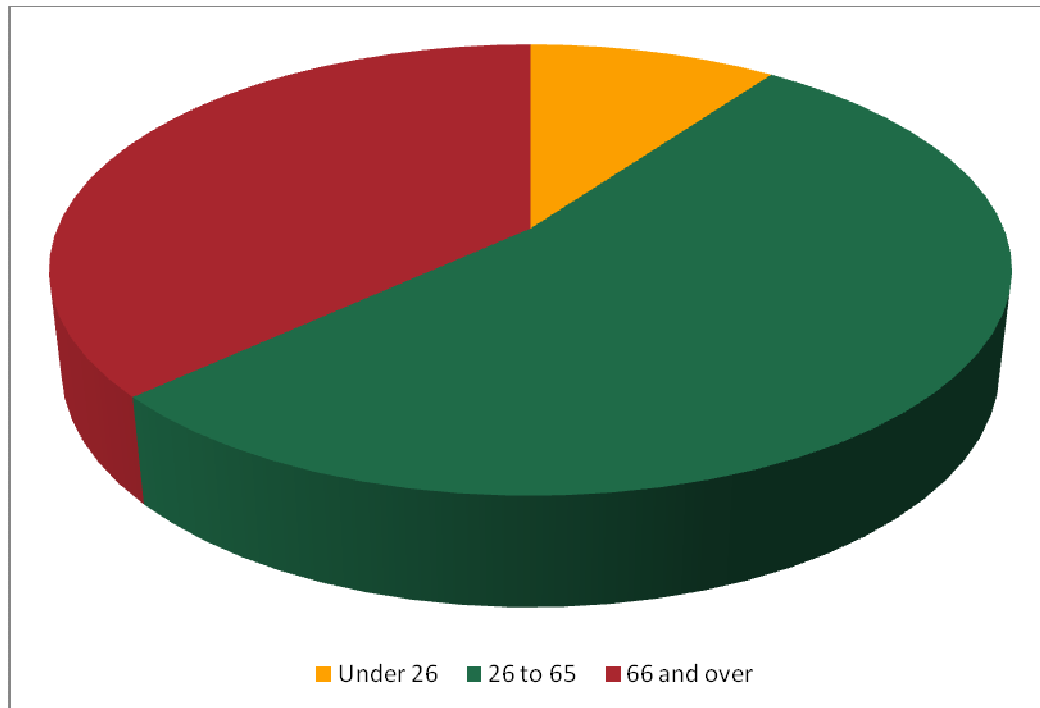


## Draft Alsager Town Strategy: Summary Report of Consultation

### Overall Response

A total of 222 representations were received on the draft Alsager Town Strategy.

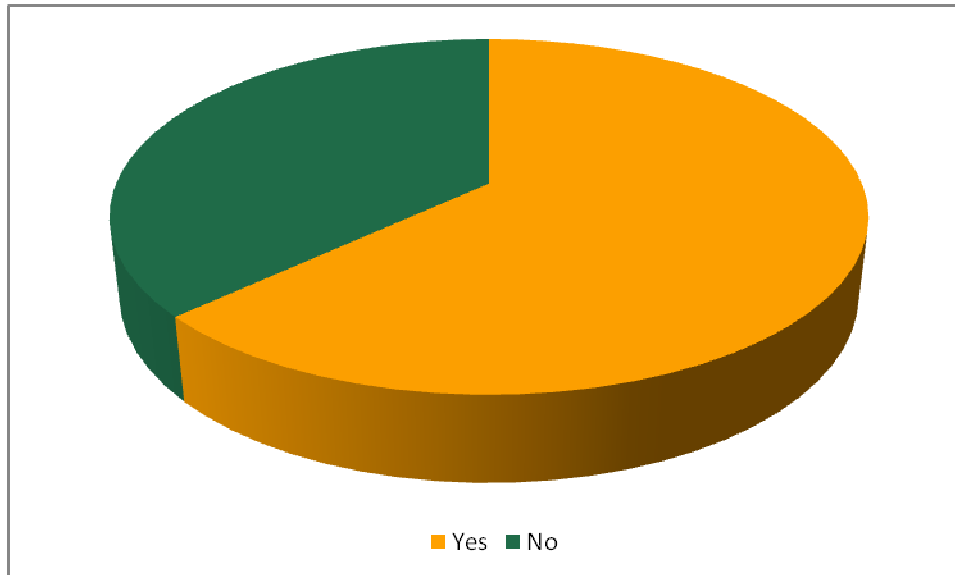
Of the 171 respondents who entered their age details, 10% of people who took part in the consultation were under the age of 26; 53% were aged 26 to 65 and 37% were aged 66 and over.



## Q1 Vision

### Do you agree with the Vision as set out in the draft Alsager Town Strategy?

- 81% of respondents answered this question
- Yes (63%); No (37%)



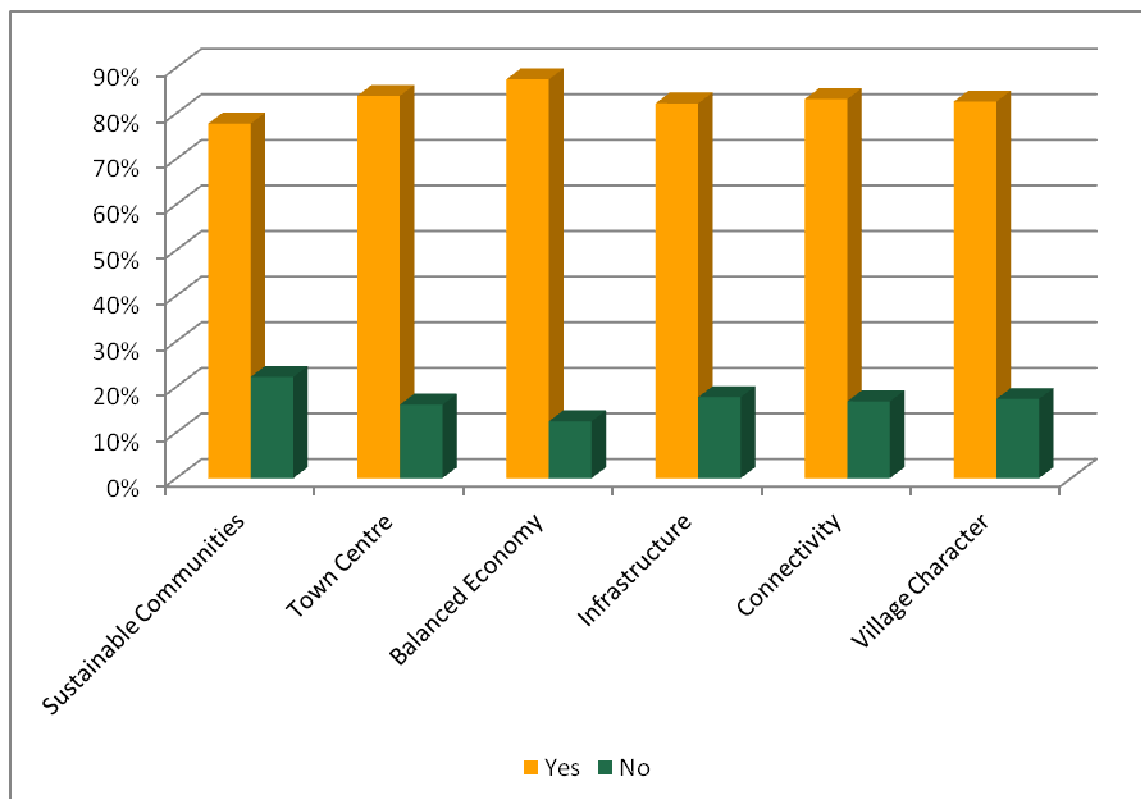
### Key themes from the consultation:

- There were contrasting views regarding the overall vision; some thought it had already been achieved, others were impressed by its sensible approach and some thought it needed to go much further in anticipating the dynamic changes that the next 18 years may bring.
- Uncertainty of need to provide more homes.
- The Vision has conflicting aims: Village feel / vibrant town centre.
- Alsager should look to become a transition town.
- New houses will be detrimental to the 'village feel'.
- Concern over loss of open green space, playing fields and greenfield sites.
- Provision of suitable employment land proposed.
- Particular emphasis should be on excellent sporting facilities based at MMU for use of all ages and abilities.
- Increased provision of Leisure and maintained green space provision.
- The term 'sustainable' is too vague and not clearly defined.
- No need for affordable housing.
- Support local businesses and encourage independent green grocers, butchers etc.
- Town may benefit from a supermarket (larger than Co-Op).
- Need to improve footpaths, not just cycleways.
- Build on brownfield land first.

## Q2 Objectives

### Do you agree with the Objectives in the draft Alsager Town Strategy?

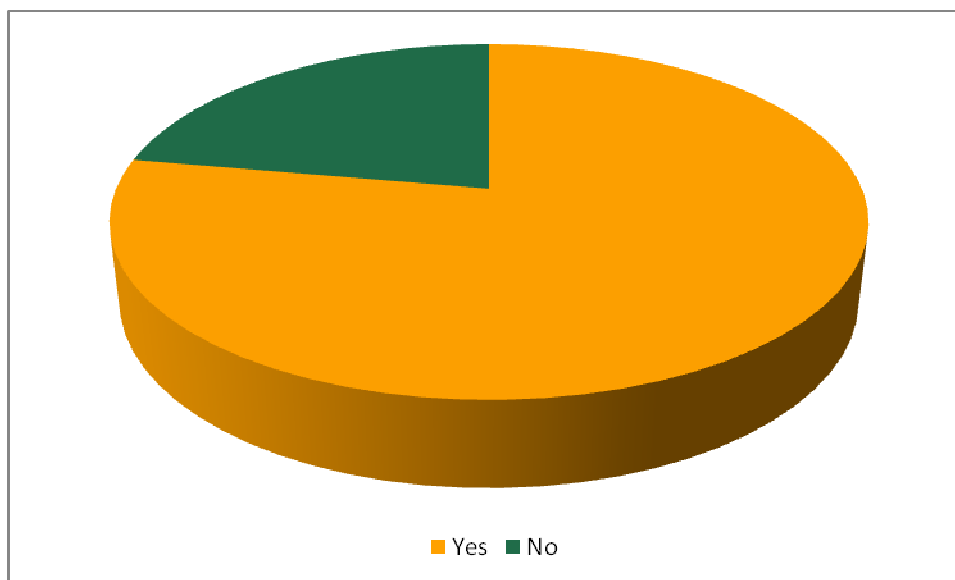
- 81% of respondents answered Objective 1 (Creating Sustainable Communities), 84% Objective 2 (Town Centre), 83% Objective 3 (Balanced Local Economy), 81% Objective 4 (Infrastructure and Services) 80% answered Objective 5 (Connectivity) and 83% answered Objective 6 (Village Character).



## 1 Creating Sustainable Communities

### Do you agree with the Sustainable Communities Objective as set out in the draft Alsager Town Strategy?

- 81% of respondents answered this question
- Yes (78%); No (22%)



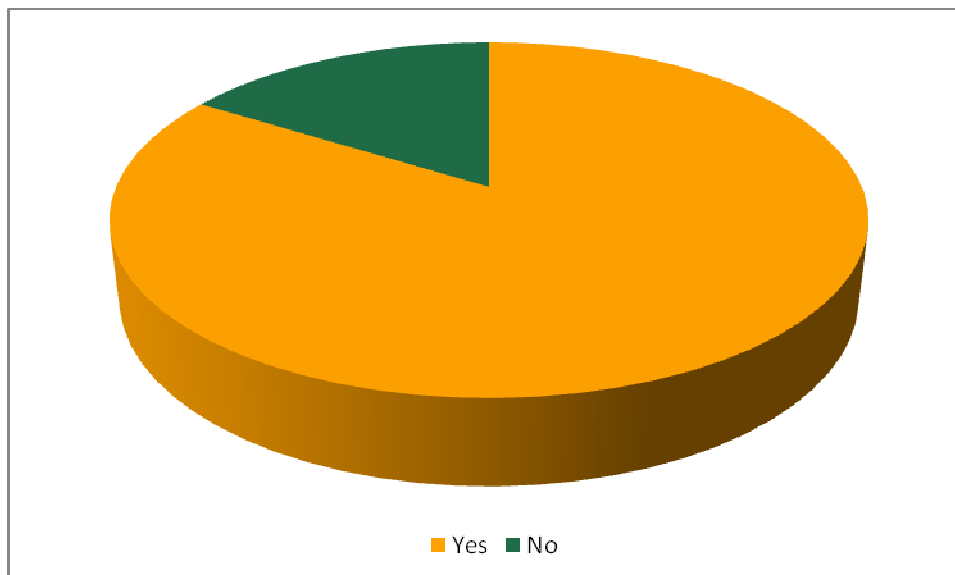
#### Key themes from the consultation:

- Other factors need to be considered in sustainable communities including energy, infrastructure and education.
- Alsager should look to become a transition town.
- Uncertainty of the need for new homes.
- Links within Cheshire East and to Staffordshire are important.
- Uncertainty regarding the sustainability of some of the Potential Development Sites due to infrastructure concerns.
- A “Sustainable Community” should not be an expanding one.
- Disappointment over recent loss of Civic Centre and sports facilities.
- Reintroduce independent shops
- Provision and maintenance of green and open space is important.
- Provide affordable homes.

## 2 Town Centre

### Do you agree with the Town Centre Objective in the draft Alsager Town Strategy?

- 84% of respondents answered this question
- Yes (84%); No (16%)



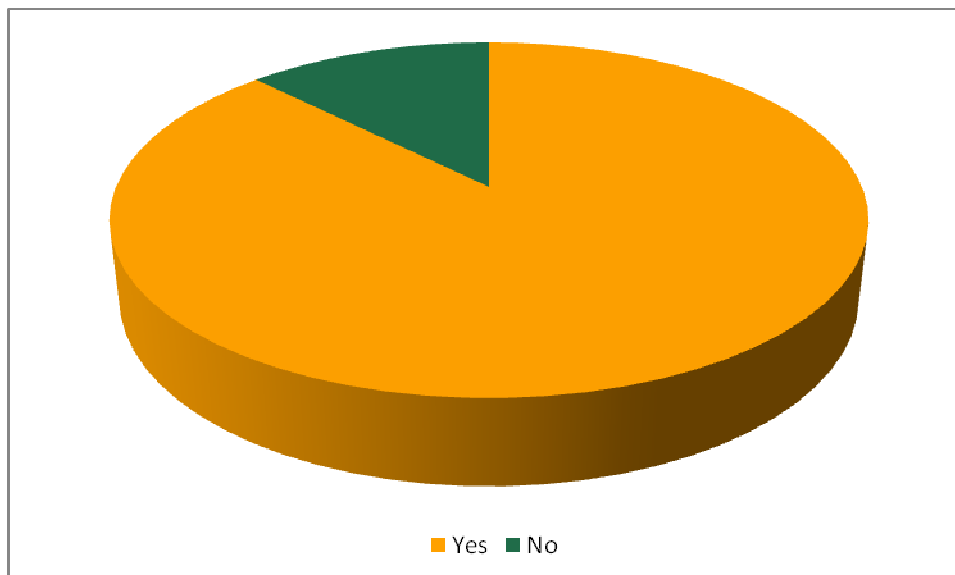
### Key themes from the consultation:

- The two parts of the town centre should be more closely linked.
- Town centre needs: a larger supermarket; to attract new shops and a more diverse range of shops.
- Mixed views on Milton Park.
- Train station should be promoted as gateway to the town centre.
- Difficulty of roads through town centre.
- There should be less estate agents, hairdressers, takeaways and charity shops.
- The town centre is too disjointed.
- Develop evening economy in Alsagar.
- Some completely agree with the Objective whilst others feel it is unrealistic and out-of-date with contemporary shopping habits.
- More public spaces needed for people to gather and relax.
- Mixed views on the type of retail outlets that should be encouraged into the town.
- Please avoid felling any mature trees.
- Paved areas should be improved.
- The Town Yard should be used for facilities – not housing.
- The sheltered housing area, Milton Park, is isolated.

### 3 A Balanced Local Economy

**Do you agree with the Balanced Local Economy Objective in the draft Alsager Town Strategy?**

- 83% of respondents answered this question
- Yes (88%); No (13%)



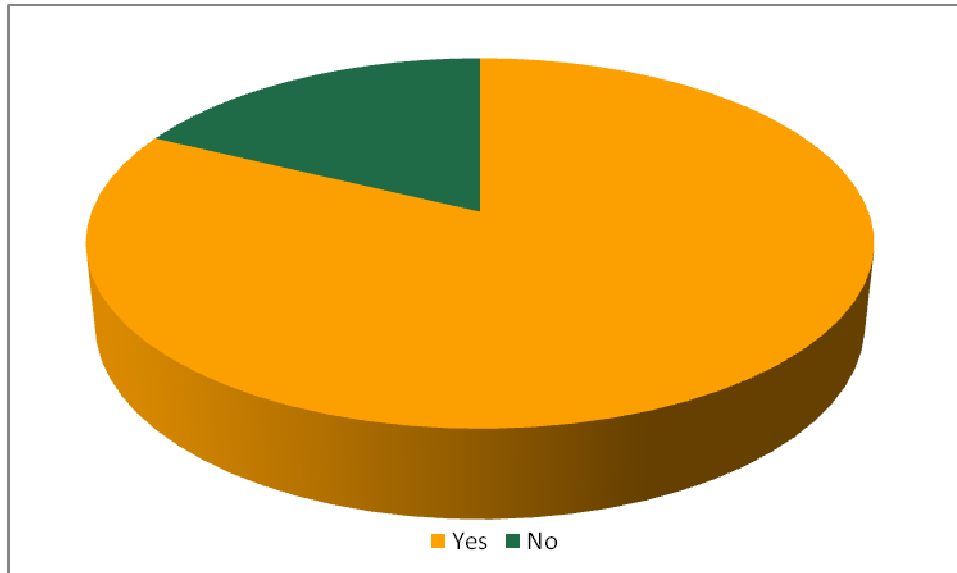
#### **Key themes from the consultation:**

- More employment.
- Links between skills and jobs so people can live and work locally.
- Alsager's Unique Selling Point is as a residential community.
- Fast broadband.
- Should be more ambitious and defined.
- There are too many empty shops.
- Concerns regarding the type of retail allowed in the town centre.
- Concerns the placement of a supermarket on the Twyfords site will have on the local economy.
- Mixed views on the type of employment that should be encouraged to the town.

#### 4 Infrastructure and Services

##### Do you agree with the Infrastructure and Services Objective in the draft Alsager Town Strategy?

- 81% of respondents answered this question
- Yes (82%); No (18%)



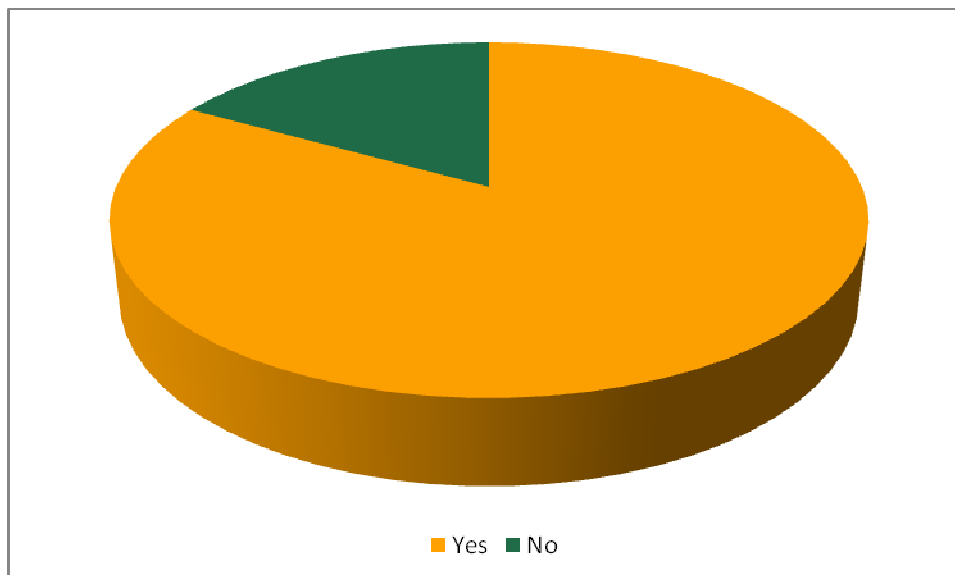
##### Key themes from the consultation:

- Should include reference to high speed broadband.
- Key areas - roads, sewerage, safety (schools, leisure centre, and increase traffic) need to be prioritised.
- Should happen before development.
- This is the most important factor influencing any plan for Alsager.
- Concerns that roads and sewers are already in need of attention and could not cope with additional demands.

## 5 Connectivity

### Do you agree with the Connectivity Objective in the draft Alsager Town Strategy?

- 80% of respondents answered this question
- Yes (83%); No (17%);



### Key themes from the consultation:

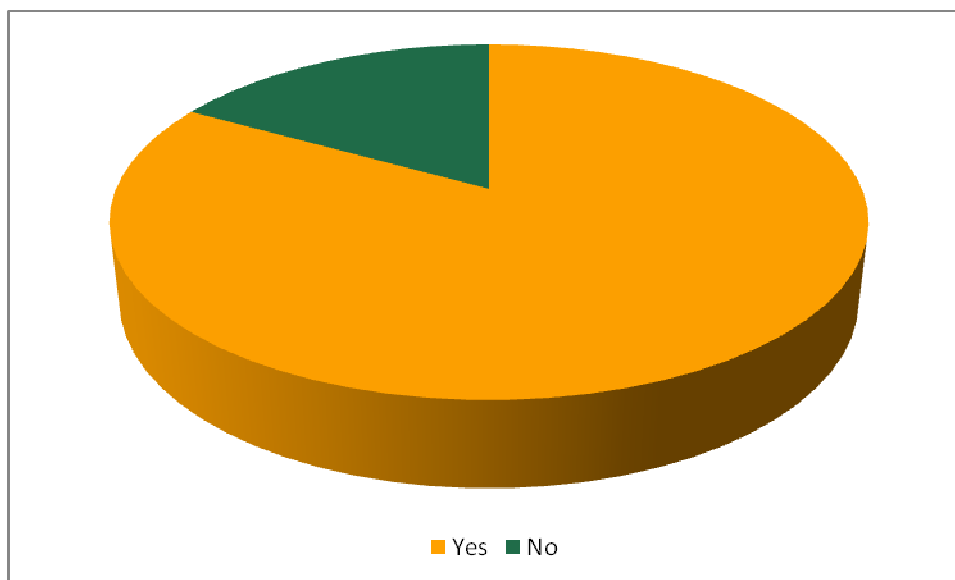
- Should be reducing need to travel by car not travel in general.
- Conflict between transport improvements and reducing need to travel.
- Further provision for access into and out of Alsager.
- Need to ensure rural residents can travel into the town.
- Free parking is essential.
- Not only cycleways, but also walkways and footpaths.
- High speed internet connections can reduce the need to travel.
- Roads need to be repaired addressed as a matter of urgency to make cycling safe.
- Lower speed restrictions.



## 6 Village Character

### Do you agree with the Village Character Objective in the draft Alsager Town Strategy?

- 83% of respondents answered this question
- Yes (83%); No (17%);



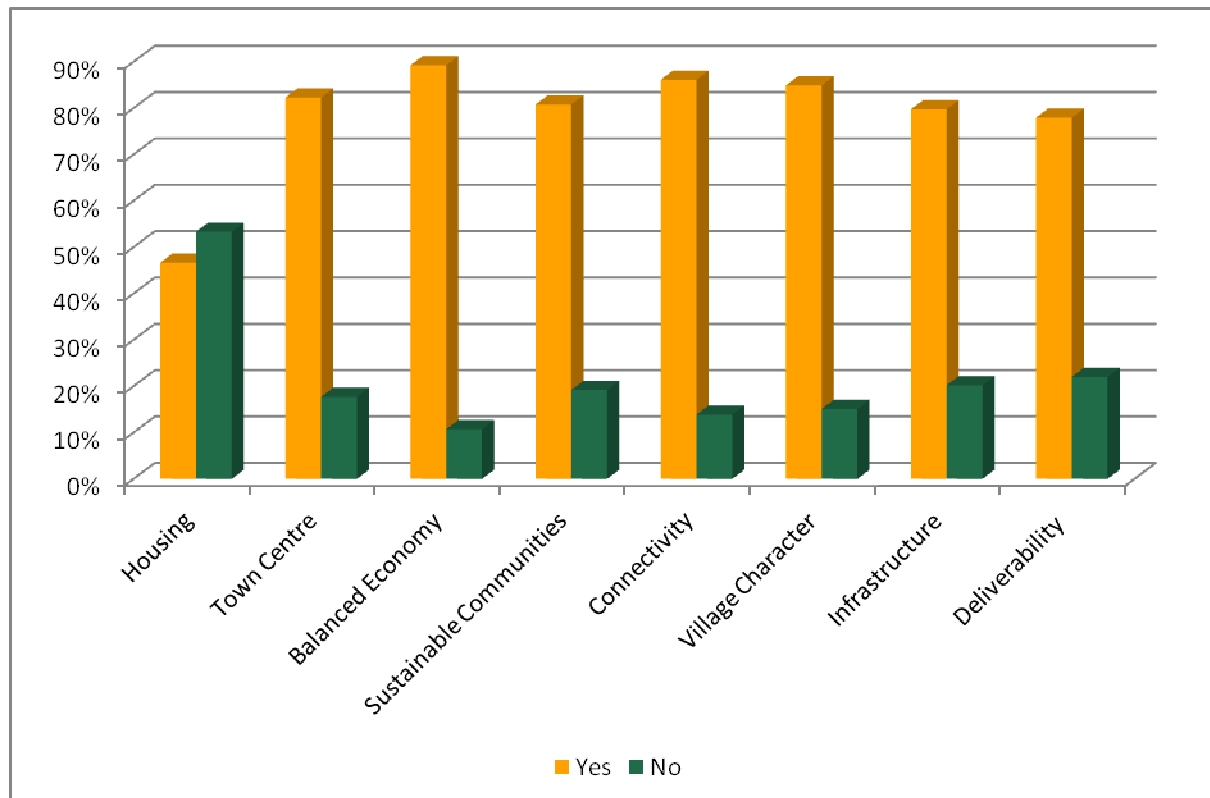
#### Key themes from the consultation:

- Alsager is not a village.
- Alsager does not have a 'village feel'.
- Maintaining the 'village feel' is essential.
- Building on green space will not conserve the 'village feel'.
- The shopping areas are too far apart.
- Improve public access to the Alsager Mere.
- Maintain open spaces and access to countryside.
- People need to be realistic that Alsager requires facilities which reflect the population size of a small town.
- Preserve remaining trees.
- Keep development low-rise.
- Concerns about the type of retail mix allowed i.e charity shops, hairdressers, takeaways.

### Q3 Strategy

#### Do you agree with the Strategic Themes in the draft Alsager Town Strategy?

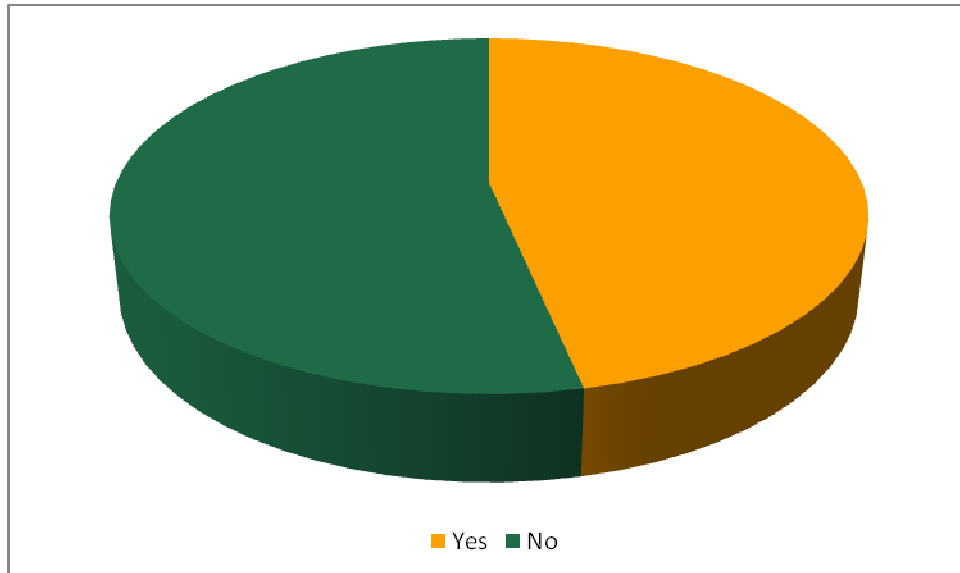
- 81% of respondents answered Theme 1 (Housing), 79% Theme 2 (Town Centre), 80% Theme 3 (Balanced Economy), 80% Theme 4 (Sustainable Communities), 78% Theme 5 (Access Connectivity), 81% Theme 6 (Village Character), 78% Theme 7 (Infrastructure and Services) and 76% answered Theme 8 (Deliverability and Viability)



## 1 Housing

### Do you agree with the Housing Theme in the draft Alsager Town Strategy?

- 81% of respondents answered this question
- Yes (47%); No (53%)



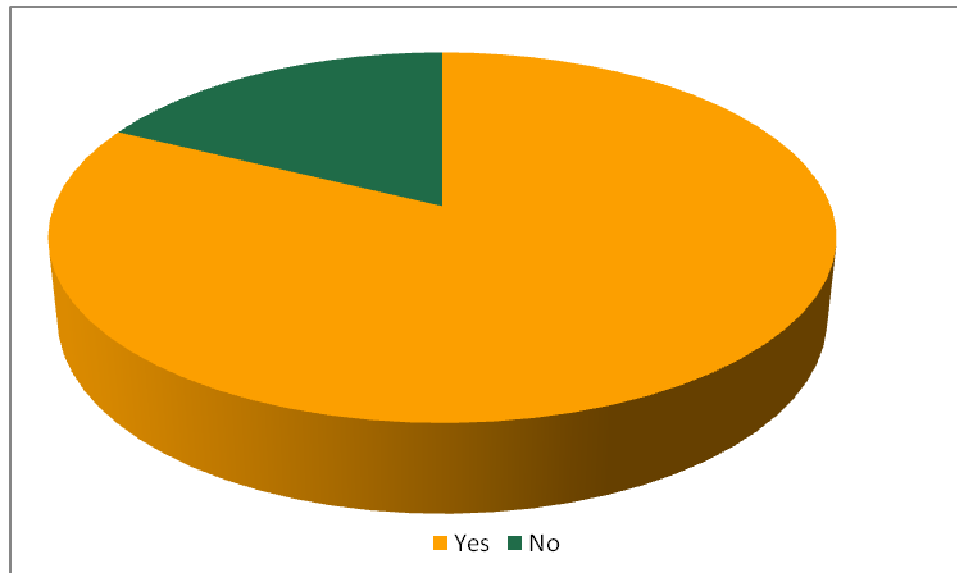
#### Key themes from the consultation:

- What is the justification for 1,000 homes?
- Brownfield sites should be built on first.
- Protect greenfield sites, playing fields and open spaces.
- Support for inclusion of specialist need homes.
- Should include provision for young families / single people.
- There are a number of empty homes.
- Ensure infrastructure is in place to support new housing development.
- Any new development should be built to high environmental standards.
- Development on MMU site is supported.
- Roads and sewers need urgent attention before new development.
- Only large executive houses needed in Alsager.

## 2 Town Centre

### Do you agree with the Town Centre Theme in the draft Alsager Town Strategy?

- 79% of respondents answered this question
- Yes (82%); No (18%)



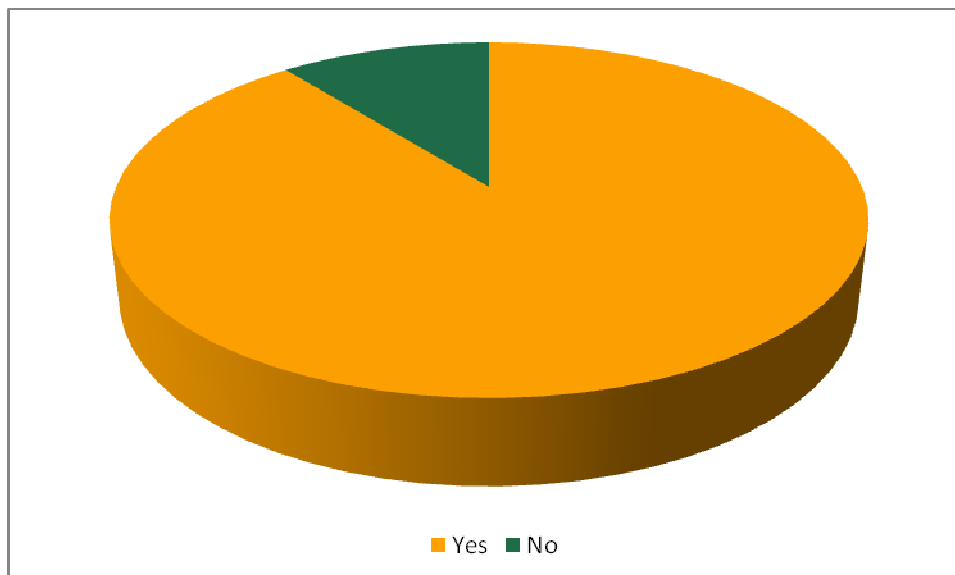
### Key themes from the consultation:

- Need to fill empty units.
- A major supermarket is needed.
- Retain the market - 'Cheshire Market Town'.
- Mixed views on Shared Surface scheme.
- Mixed views on opening up Milton Park.
- Linkages and integration need to be made between areas of the town.
- Diversification of retail and a greater mix of good quality shops.
- Community facilities are required.
- Independent retailers should be encouraged.
- Set a lower local threshold for the requirement of a Retail Impact Assessment than the National Planning Policy Framework suggests - due to size of the town.
- Mixed views regarding the effect a periphery supermarket would have on the town.
- There are too many sandwich boards on the pavements.

### 3 A Balanced Local Economy

#### Do you agree with the Balanced Local Economy Theme in the draft Alsager Town Strategy?

- 80% of respondents answered this question
- Yes (89%); No (11%)



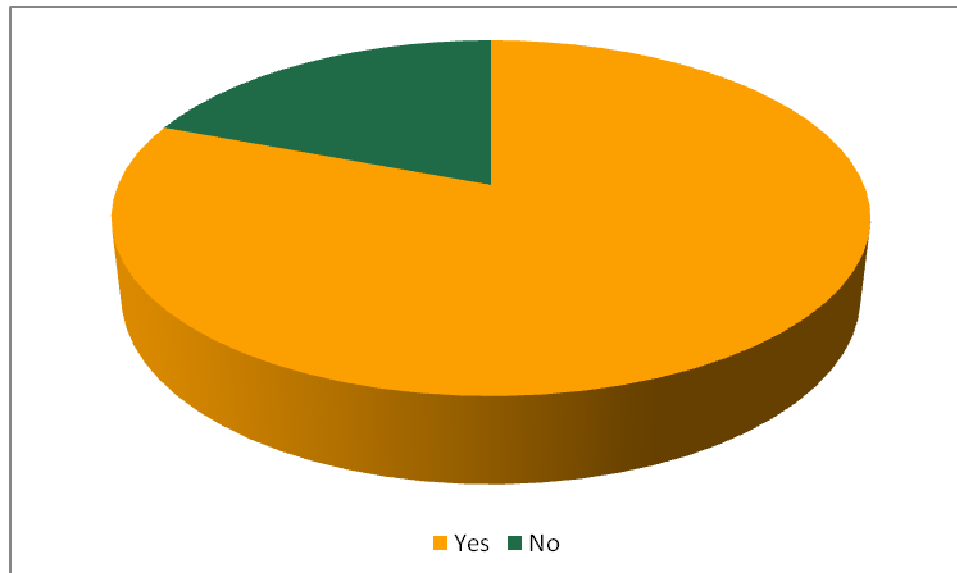
#### Key themes from the consultation:

- Broadband and ICT improvements are key.
- Better balance between skills and jobs required.
- More links with schools.
- Emphasis on small businesses and enterprise.
- Should include reference to the provision of employment to 2030.
- Consideration of impact on the Potteries area.
- A wide range of employment options in the town.
- Concern from Stoke-on-Trent City Council and Newcastle Borough Council that any large scale B1a office development could be detrimental to the Stoke and Newcastle's joint Core Spatial Strategy.

#### 4 Sustainable Communities

**Do you agree with the Sustainable Communities Theme in the draft Alsager Town Strategy?**

- 80% of respondents answered this question
- Yes (81%); No (19%)



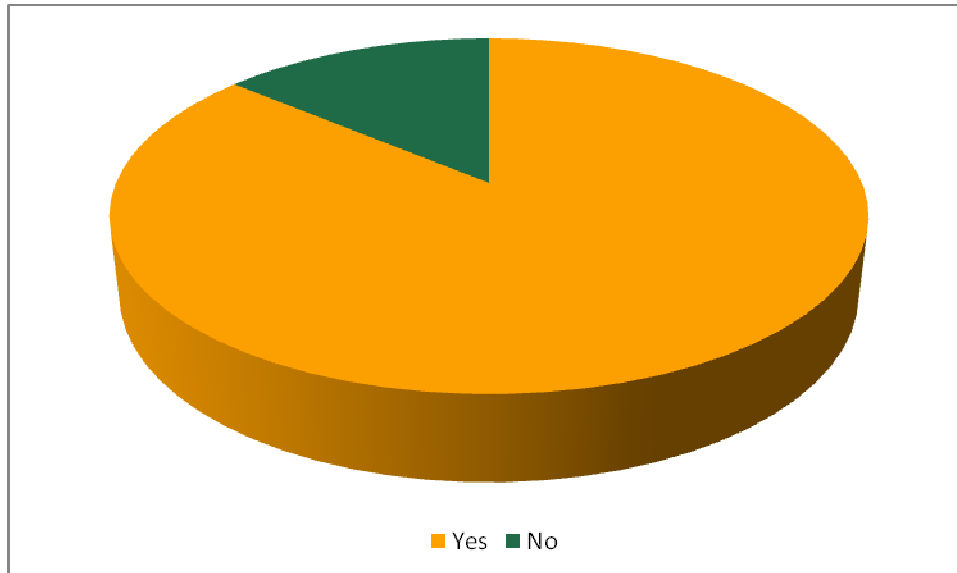
**Key themes from the consultation:**

- Open spaces need to be protected and enhanced.
- The Civic centre and library are the heart of the community and should be protected and maintained.
- The community needs open space nearby not a car journey away.
- Sports hub should be created.
- Sustainability should be paramount.
- Concerns regarding the funding of the strategy.
- A large supermarket could reduce travel and be a community hub.
- Sustainability must be a key consideration whilst allocating housing sites.
- Provide facilities to encourage young people to keep fit and socialise.
- The MMU facilities should be used privately to attract employment rather than as a leisure centre

## 5 Connectivity

### Do you agree with the Connectivity Theme in the draft Alsager Town Strategy?

- 78% of respondents answered this question
- Yes (86%); No (14%);



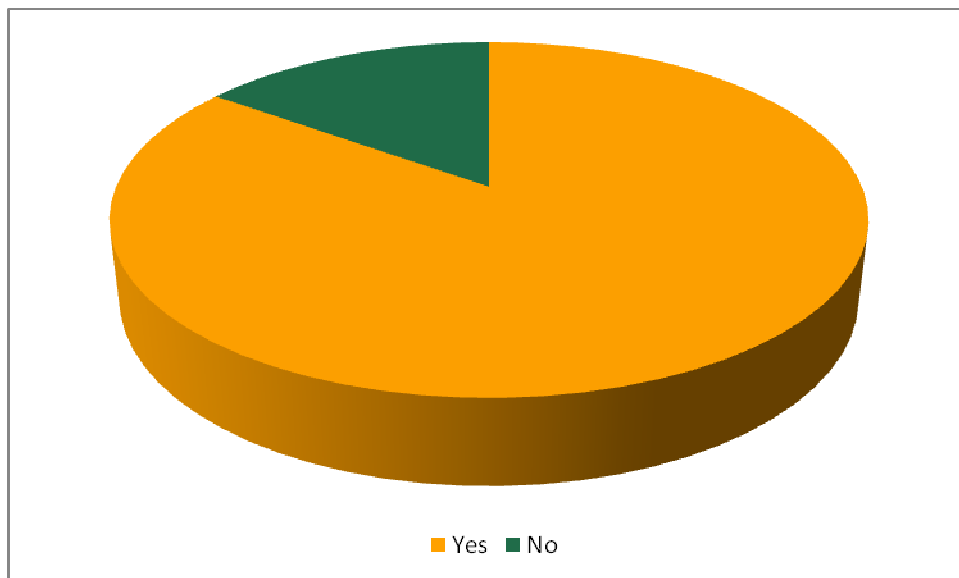
### Key themes from the consultation:

- Mixed views on car parking (although the majority wanted it to remain free).
- Provide more cycle ways.
- Footpaths should be improved.
- Improve safety for walking and cycling.
- More to promote sustainability and low carbon technologies.
- Broadband connectivity should be considered.
- Develop cycle routes into the village and provide cycle parking.

## 6 Village Character and Environment

### Do you agree with the Village Character and Environment Theme in the draft Alsager Town Strategy?

- 81% of respondents answered this question
- Yes (85%); No (15%);



#### Key themes from the consultation:

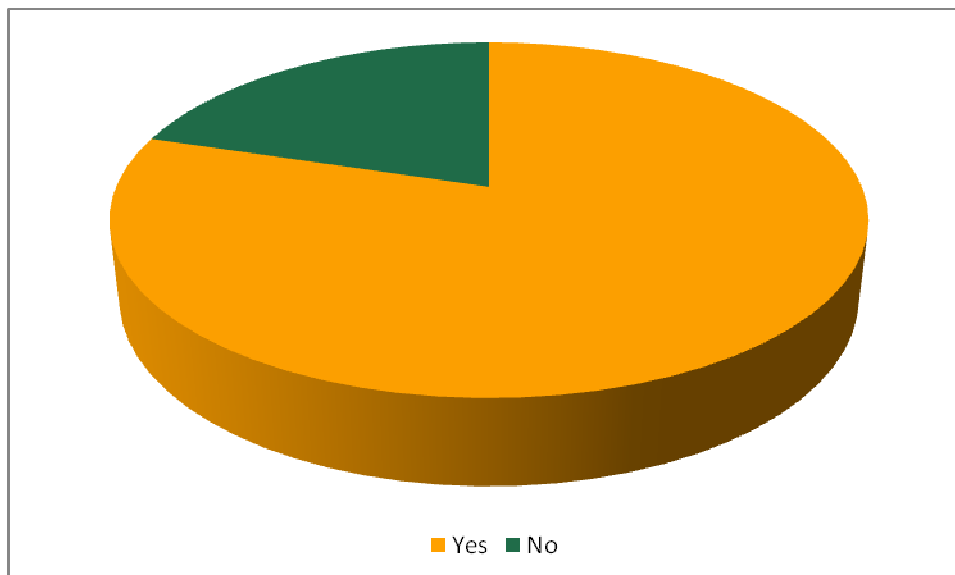
- Character must be maintained
- Can not retain character by building 1,000 homes
- Village feel should be about design not scale of development
- Alsager is a town not a village
- Green spaces and Green Belt must be maintained
- Need more green spaces
- Preserve paths and walkways around Alsager.
- Proposed development will be detrimental to the 'village feel'.



## 7 Infrastructure and Services

### Do you agree with the Infrastructure and Services Theme in the draft Alsager Town Strategy?

- 78% of respondents answered this question
- Yes (80%); No (20%);



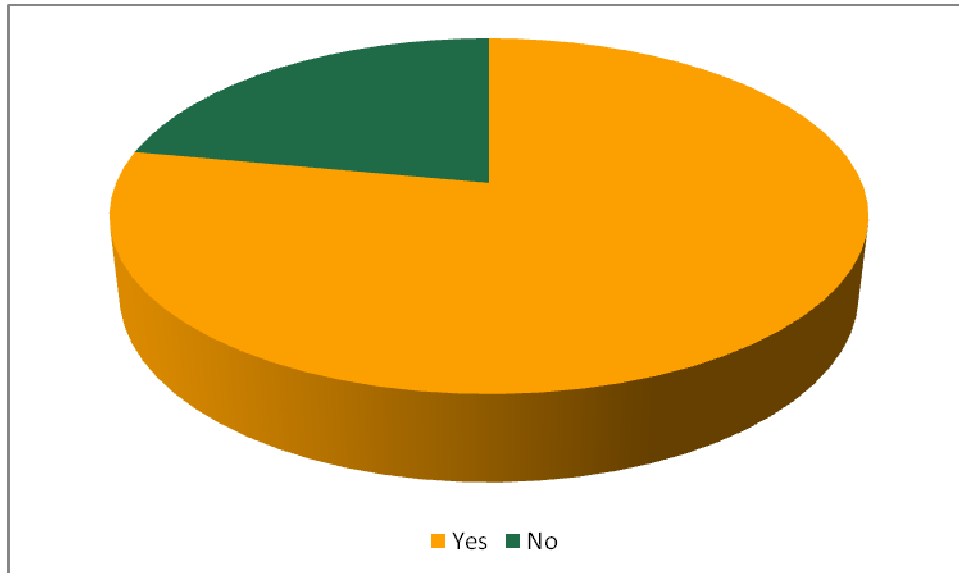
#### Key themes from the consultation:

- Mixed views on burial provision (although majority support provision).
- Should identify the infrastructure and services to be enhanced.
- Should include reference to roads / road maintenance / medical facilities / schools / nurseries / utilities / broadband.
- Should have mentioned cost effective measures.
- Infrastructure should be repaired before it is developed.
- A decision regarding sports facilities and swimming pool should be made.
- Retain open green spaces.

## 8 Deliverability and Viability

**Do you agree with the Deliverability and Viability Theme in the draft Alsager Town Strategy?**

- 76% of respondents answered this question
- Yes (78%); No (22%);

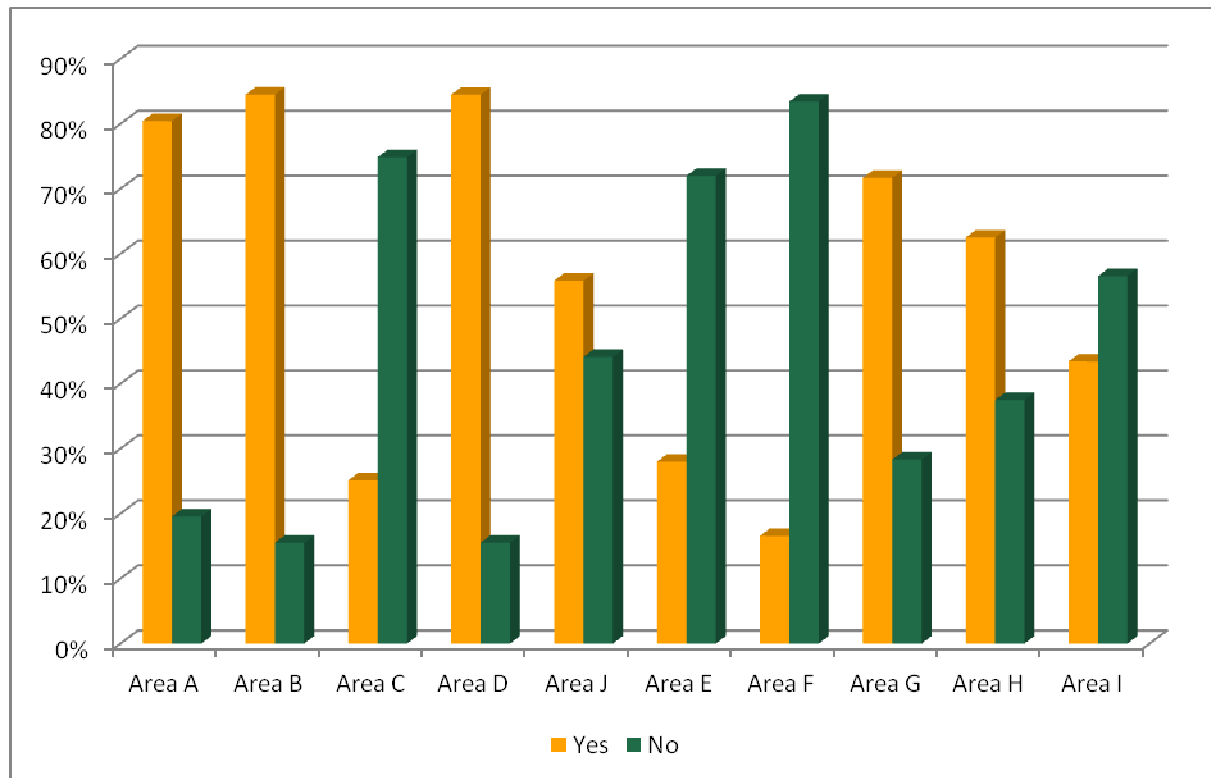


**Key themes from the consultation:**

- Unnecessary.
- Too vague.
- Provides a 'get out clause'.
- Flexibility is supported
- Local residents should be consulted
- Need to consider what impact HS2 could have on Alsager.

## Q4 Potential Development Options

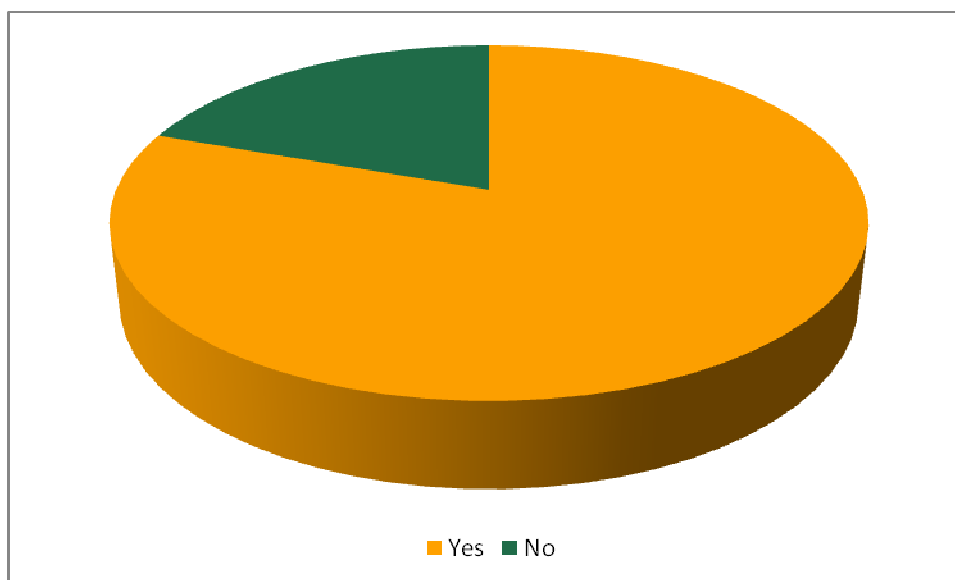
Do you agree with the potential areas for future development in the draft Alsager Town Strategy?



## Site A

### Do you agree with site A (former MMU Campus) as a potential area for future development?

- 83% of respondents answered this question
- Yes (80%); No (20%)



### Key themes from the consultation:

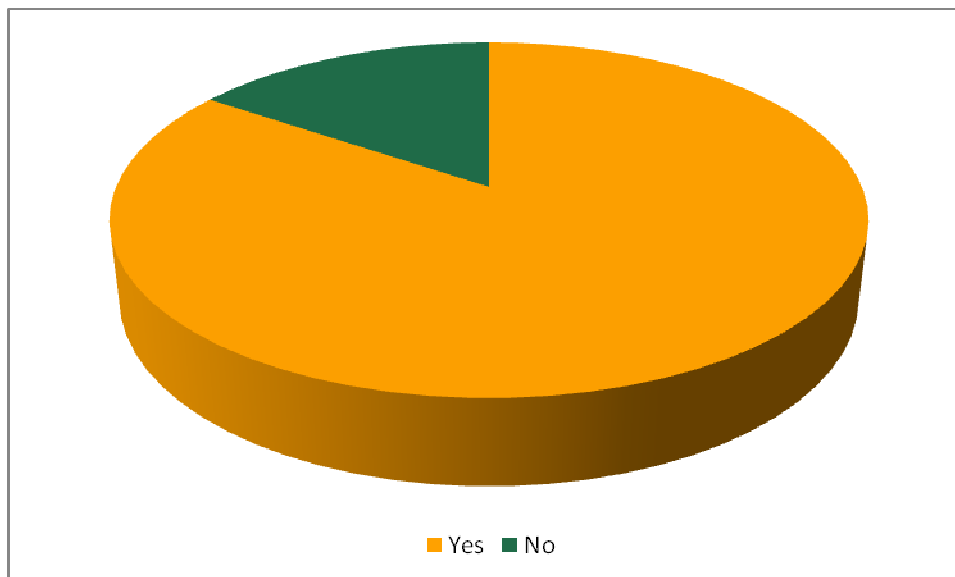
- Mixed views on numbers of homes (none / too many / up to 500 / housing needs to be met on brownfield rather than greenfield)
- Important to make good use of the site.
- Mixed views on Sports Hub (retain all, increase provision, not needed)
- Retain – Tennis courts / theatre / swimming pool.
- Various suggestions were given of what to include in the proposal – biking / horse riding / research / training facilities / physiotherapy / cinema / spa hotel.
- Road infrastructure not sufficient.
- Retain green fields for sports use.
- Mixed views regarding locating a supermarket and other retail important on the site (though the majority disagree with this).
- Cafe / Pub important in this area.
- Provision of a new school.
- Locate a petrol station on the site.
- Only the brownfield area used for housing development.
- Carefully managed, this area could go well.
- A section could be used for the cemetery extension.
- Woodland adjoining Hassall Road should be retained.
- The sooner work starts here the better!
- Could be suitable to provide housing for older people.
- Turn existing halls of residence into affordable accommodation.

- MMU believe that Class B1 'office' Use would be inappropriate use for the site. They go on to say that the amount of housing capacity the site has will be dependant on the, carefully assessed, sports and leisure needs of Alsager. They believe that a sports/leisure hub and housing will be the main allocations for the site although ancillary uses such as a social venue for post-sport activity will be acceptable.

## Site B

### Do you agree with site B (Twyfords) as a potential area for future development?

- 84% of respondents answered this question
- Yes (84%); No (16%)



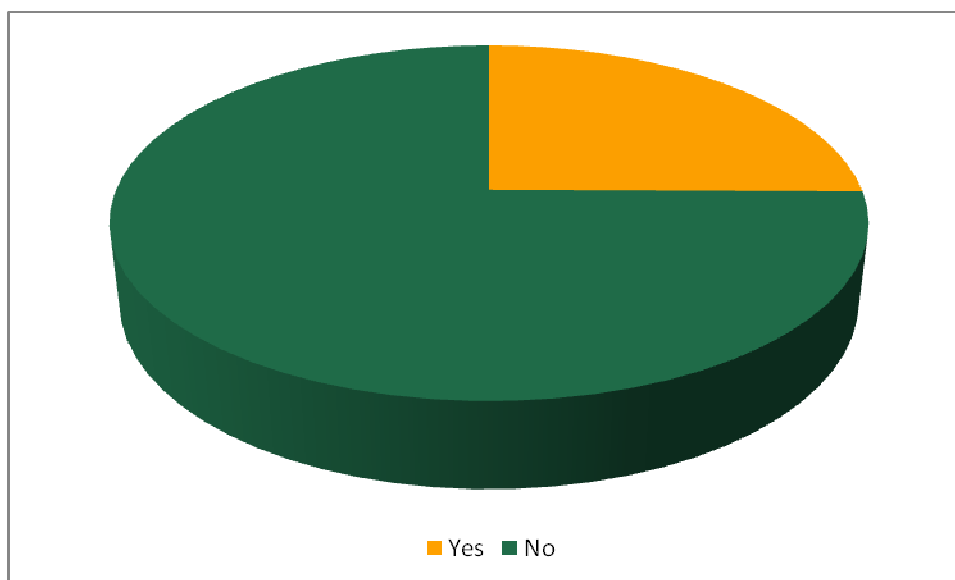
### Key themes from the consultation:

- Contrasting views on retail provision on the site i.e. no supermarket / need a supermarket / small retail only.
- Mixed views on scale and type of housing (none / ideal / only housing).
- Need petrol station.
- Small business units important.
- Transfer Excalibur to Twyfords.
- Create a science park.
- Small high-tech business units / start up units on this site.
- Include a primary school.
- Cemetery in the north-east of the site.
- Plant more trees and provide a play area.
- Cycle / foot paths running into town alongside the railway.
- Affordable housing.

### Site C

**Do you agree with site C (Football Ground and Pitches) as a potential area for future development?**

- 82% of respondents answered this question
- Yes (25%); No (75%)



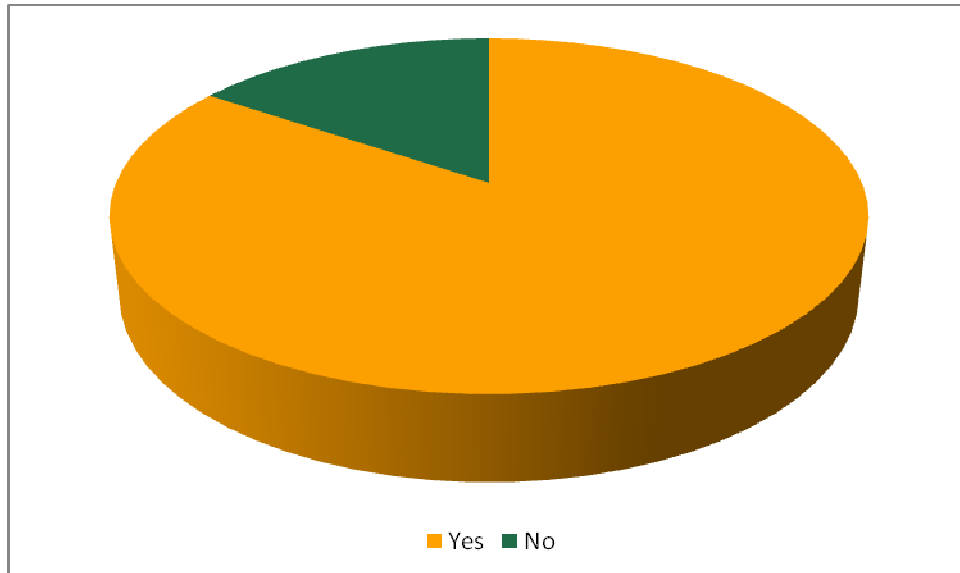
#### **Key themes from the consultation:**

- It is well used.
- It would be too far to walk to MMU.
- Centralised facilities are not best for local community.
- Vital to local community.
- Invaluable clear space.
- Important wildlife habitat.
- Need to maintain leisure opportunities in this area.
- Happy as long as facilities are replaced.
- Gets boggy and may pose a flood risk.
- Contrary to vision and theme 6
- Exercise should be encouraged.
- Road infrastructure insufficient for development.
- Important place for teenagers to congregate.
- Only if the football club is relocated.
- Families want their children to have somewhere safe to play locally.
- Hard to replicate as used as a play area, sledging and dog-walking area - not just a sports pitch.
- A growing town will require more than one place to play football.

## Site D

### Do you agree with site D (Cardway Cartons) as a potential area for future development?

- 78% of respondents answered this question
- Yes (84%); Disagree (16%)



### Key themes from the consultation:

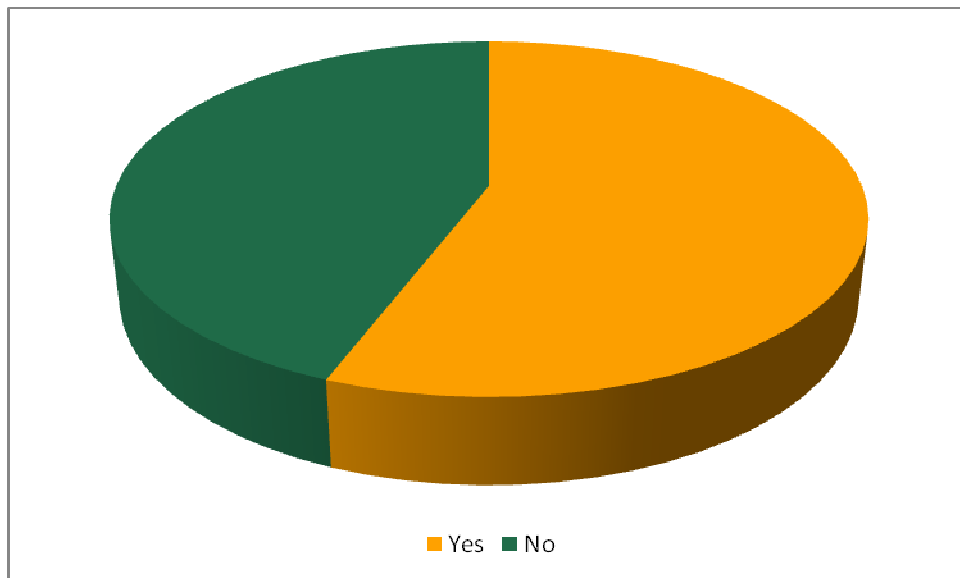
- Good use of brownfield land.
- Use for employment should be retained.
- Mixed views on residential inclusion.
- Contrasting views on use for retail but more disagree.
- More employment, different employment range.
- Retain separation to Church Lawton.
- Retain open space.
- Sustainable as people could walk from the village to work.
- Access issues on the A50.
- May not be suitable for residential as railway line severs the site from the facilities of the town centre.



### Site J

**Do you agree with site J (Land West of former MMU Campus) as a potential area for future development?**

- 81% of respondents answered this question
- Yes (56%); No (44%)



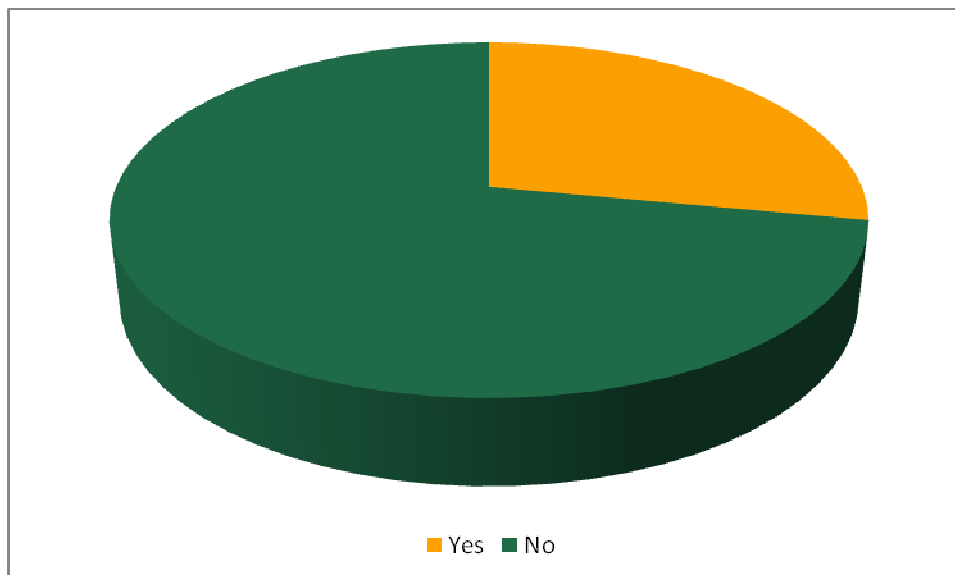
#### **Key themes from the consultation:**

- Do not build on greenfield or good agricultural land.
- Mixed views on housing
- Site is a logical extension to Area A (MMU).
- Links to Salt Line.
- Only if housing provision is unable to be met at sites A, B and D.
- Mixed views on burial provision.
- Might be separated from the village by the sports hub.
- Local infrastructure insufficient.
- Access via Dunnocksfold Road would be unsuitable.

## Site E

### Do you agree with site E (Fanny's Croft) as a potential area for future development?

- 79% of respondents answered this question
- Yes (28%); No (72%)



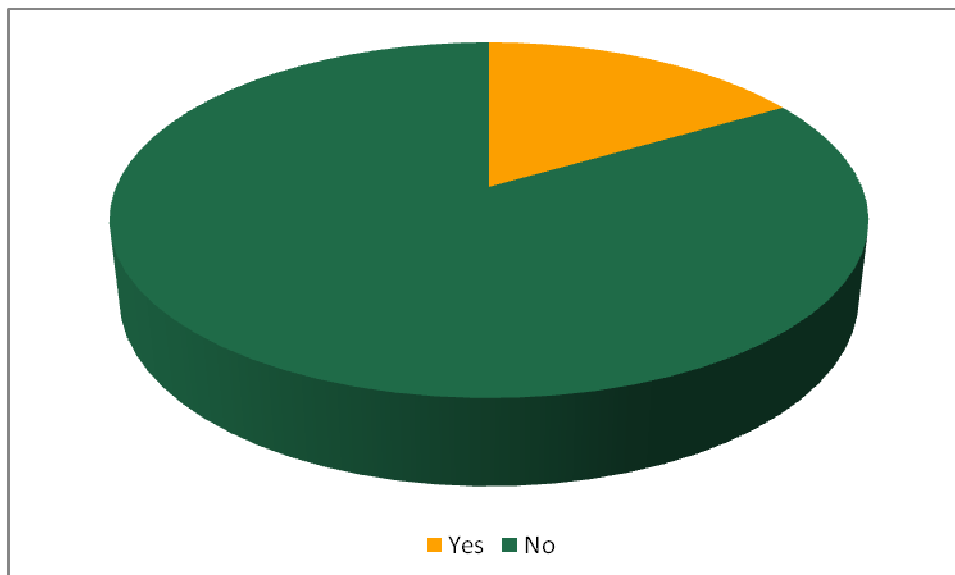
### Key themes from the consultation:

- Retain the Green Belt.
- Close to the town centre
- Do not build on greenfield or agricultural land.
- Road Infrastructure insufficient.
- Rail crossing issues.
- Roads already busy and popular for walkers.
- Releasing this greenbelt land will not do significant harm to the principles of the green belt and is a good housing location due to proximity to the town and rail connections.
- Issues regarding poor access.
- Land is boggy and may be a flood risk.
- Sewers around the site need repairing and upgrading.
- Other brownfield sites should be used first.
- Gateway to a historic footpath network.
- Contradicts Objective 6.
- Sustainable due to rail links.
- Housing development here would take off pressure town centre sites leaving room for community facilities.
- Close to health centre.
- No evidence of contamination on the site.

## Site F

### Do you agree with site F (Cedar Avenue Playing Fields) as a potential area for future development?

- 79% of respondents answered this question
- Yes (17%); No (83%)



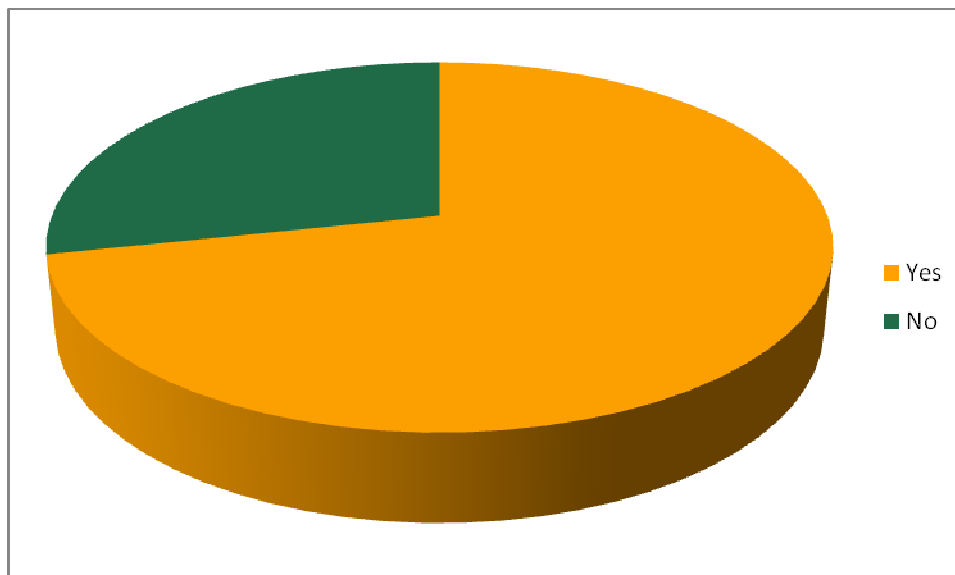
### Key themes from the consultation:

- Do not build on greenfield land.
- Do not build on playing fields.
- Road infrastructure insufficient.
- Well used and valued community facility.
- Build a cycleway thorough here from Poppyfields to the station.
- Playing fields create social-cohesion.
- Used for walking dogs and children playing – not just for sports.
- Build on brownfield land.
- Close to the railway station.
- A good site for sheltered housing – if pitch was transferred to MMU.
- Potential land for allotments.
- Single site sports facilities would not be good for the village.
- Development would spoil the character of Cedar Avenue.
- Might be a good site for the new cemetery provision.
- A facility which is essential for the nearby Guide and Scout Halls.
- Contradicts objective 6.
- The only public open space in the south of Alsager.
- Little gain from just 25 houses.

## Site G

### Do you agree with site G (Radway Green East) as a potential area for future development?

- 78% of respondents answered this question
- Yes (72%); No (28%)



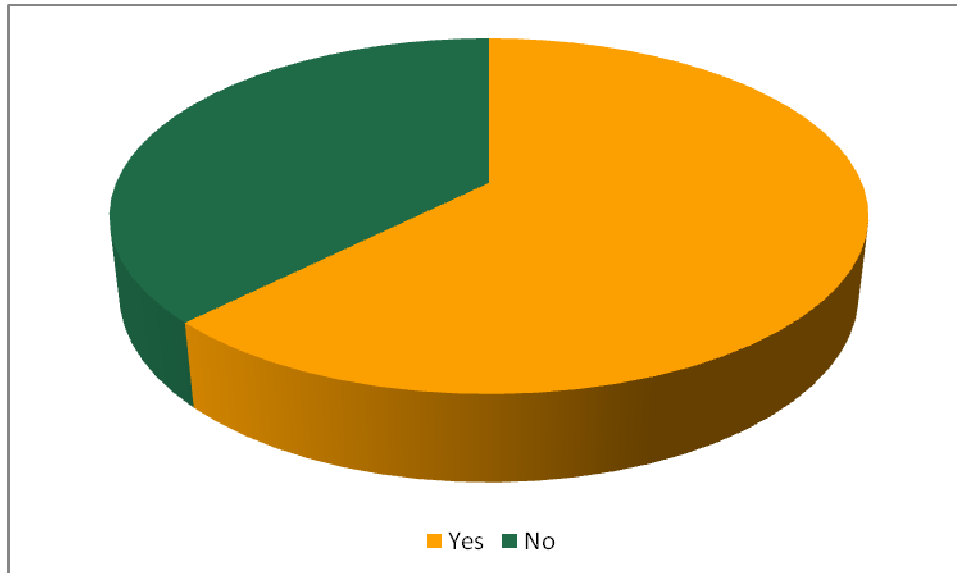
### Key themes from the consultation:

- To far from town centre.
- Retain Green Belt land.
- Do not build on greenfield / agricultural land.
- Use brownfield land first.
- Employment essential
- Small business opportunities
- BAE Hazardous Explosive Area adjacent.
- Good site for industry.
- Good transport links both rail and close to the motorway.
- Concerns over access as BAE is high security.
- Releasing this land from the Green Belt will not significantly harm its principles.
- Radway would be preferable to use for employment.
- Conflicts with Objective 6 and Theme 6.
- The outcome of the Employment Land Review and capacity of existing sites should be taken into consideration before a decision is made.
- Possible cemetery provision.
- Bulding on this site would bring Alsager closer to Radway Green which is against the principle of the Green Belt.
- Flood plain

## Site H

### Do you agree with site H (Radway Green North) as a potential area for future development?

- 79% of respondents answered this question
- Yes (63%); No (38%)



### Key themes from the consultation:

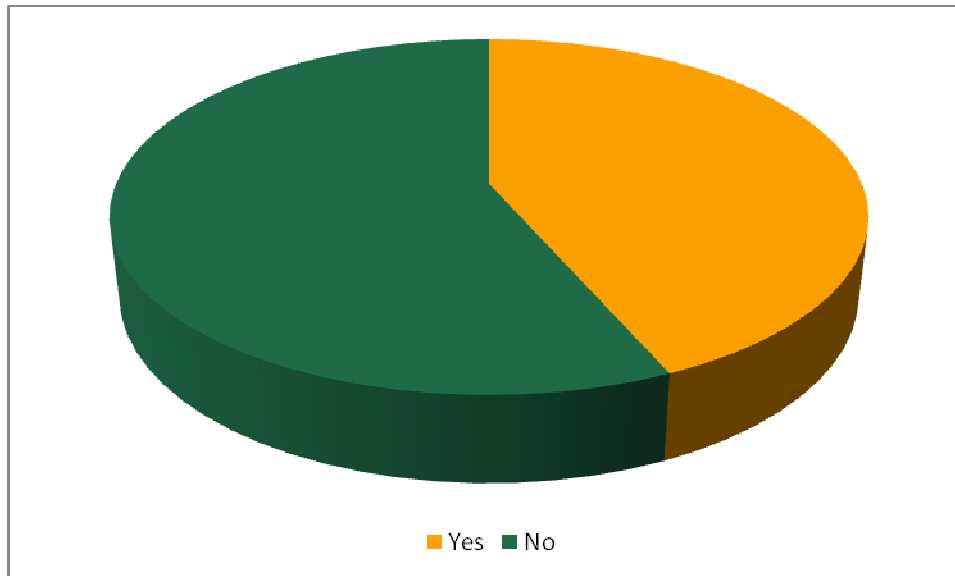
- Do not build on greenfield or agricultural land.
- Mixed views on proximity to Crewe Road.
- Pylons – could cause problems for residential development.
- Ecology and wildlife.
- Mixed views on the type of use appropriate for the site i.e. employment only, housing only or mixed.
- Concern that site could become a retail park.
- Too far out of town.
- Suggestions that the site is too large and should be considered in two parts.
- Possible site for a supermarket.
- Highly accessible.
- This should be the first choice (after any brownfield land) due to proximity to main road.
- Do not expand Alsager.
- BAE exclusion zone / impact on BAE.
- Visual amenity may be affected.
- Infrastructure should be in place before development.
- Popular walking area.
- Within walking or cycling distance of facilities.
- Spar shop to the west of site.
- Concern from Stoke-on-Trent City Council and Newcastle Borough Council that any large scale B1a office development could be detrimental to the Stoke and Newcastle's joint Core Spatial Strategy.

- Build only on the western third, the eastern third kept as green field.
- Put community gardens / allotments here.
- Unattractive as a residential area due to proximity to pylons and Radway Business Park.

## Site I

### Do you agree with site I (Rhodes Field) as a potential area for future development?

- 79% of respondents answered this question
- Yes (43%); No (57%)



### Key themes from the consultation:

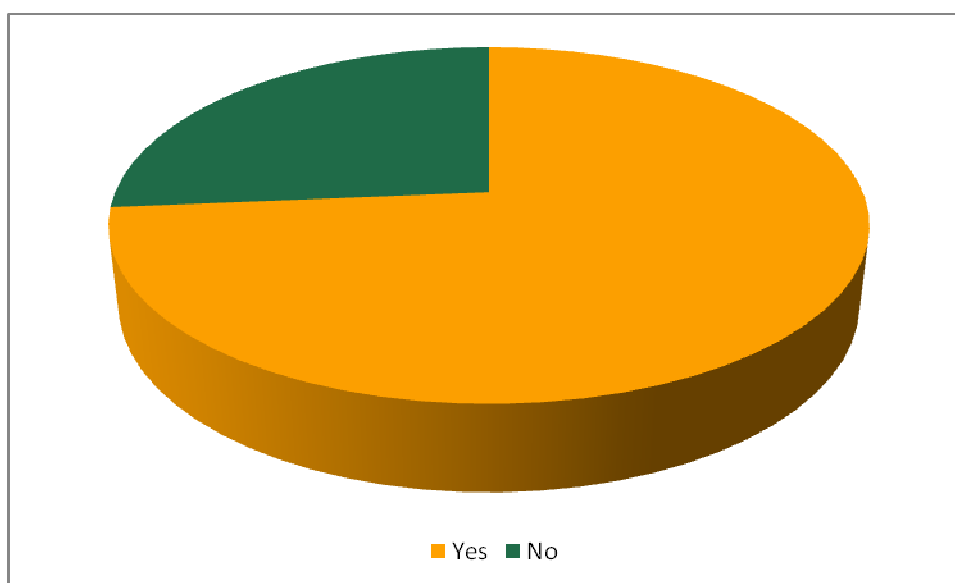
- Do not build on greenfield / agricultural land
- Pylons run through the site - costly to remove.
- Infrastructure could not cope.
- There was some support for this site; others thought it should only come forward if absolutely necessary.
- Too far from town centre, will create more traffic.
- Too close to quarry and potential sand reserves.
- Close to proposed sports facilities.
- Loss of wildlife and ecology.
- Conflicting opinions on regarding the sustainability of the site for housing.
- Close to local shops.
- Good links to the M6.
- Could be extended further west.
- Conflicts with Objective 6 and Theme 6.
- No need to develop as targets can be reached without this.
- Concern from Stoke-on-Trent City Council and Newcastle Borough Council that any large scale B1a office development could be detrimental to detrimental to the Stoke and Newcastle's joint Core Spatial Strategy.

## Q5 Development Principles

### Area A: Former MMU Campus

**Do you agree with the Development Principles (Area A) in the draft Alsager Town Strategy?**

- 82% of respondents answered this question
- Yes (74%); No (26%)



#### **Key themes from the consultation:**

- Comments generally positive with one saying this would hugely benefit people across the town.
- Mixed views on numbers of homes (none / too many / up to 500).
- Better to meet housing needs on brownfield rather than greenfield
- Mixed views on Sports Hub as to whether to; retain all leisure facilities, increase the provision or that the leisure hub is unnecessary.
- Retain – Tennis courts / theatre / swimming pool / hockey pitches from existing MMU facilities.
- Include – biking / horse riding / research / training facilities / physio / cinema / somewhere for young people / children's pool.
- Mixed views on community venue.
- Using the facilities as a Sports Park, a place for training, sports research and physiotherapy would great an investment and employment opportunity.
- Concerns over short-term deliverability.
- Need to include replacement for Alsager Football Ground.
- Should include cemetery provision.
- Road infrastructure not sufficient.
- Provision of housing for an older population.
- No supermarket / convenience retail important / no retail units.
- Cafe / Pub would be important in this area.
- Do not include high tech development or office space.

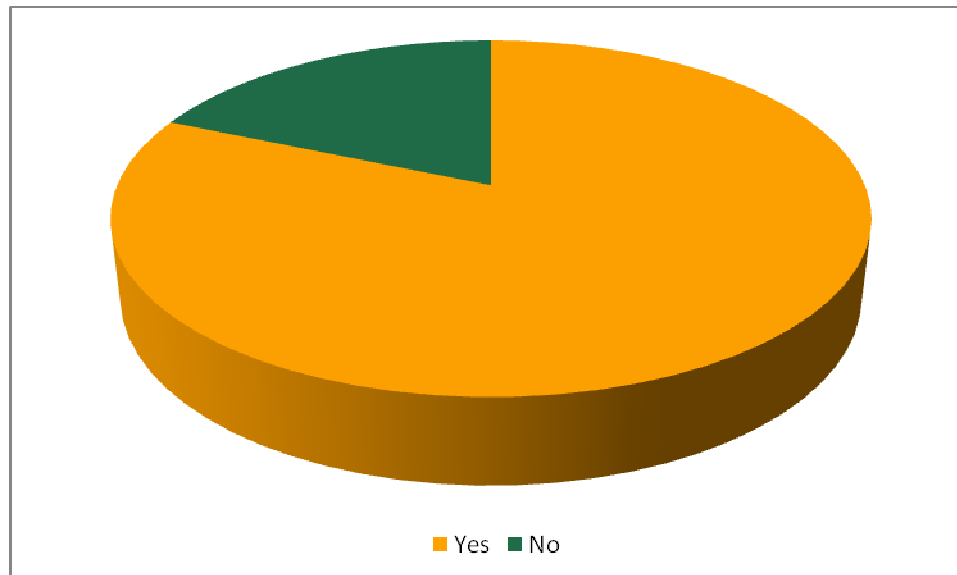


- Concern over which sports facilities will be relocated i.e. bowls clubs, cricket club, playing fields.
- Concern regarding over-development.
- Some agree with this site but object to site J; others think J should be included from the outset.
- Include quality retirement homes.
- Concerns regarding the safety of Dunnocksfold Road.
- MMU believe that Class B1 'office' Use would be inappropriate use for the site. They go on to say that the amount of housing capacity the site has will be dependant on the, carefully assessed, sports and leisure needs of Alsager. They believe that a sports/leisure hub and housing will be the main allocations for the site although ancillary uses such as a social venue for post-sport activity will be acceptable. Ultimately, MMU wish to leave a legacy that they can be proud of at their Alsager Campus.

## Area B: Twyfords

### Do you agree with the Development Principles (Area B) in the draft Alsager Town Strategy?

- 82% of respondents answered this question
- Yes (81%); No (19%)



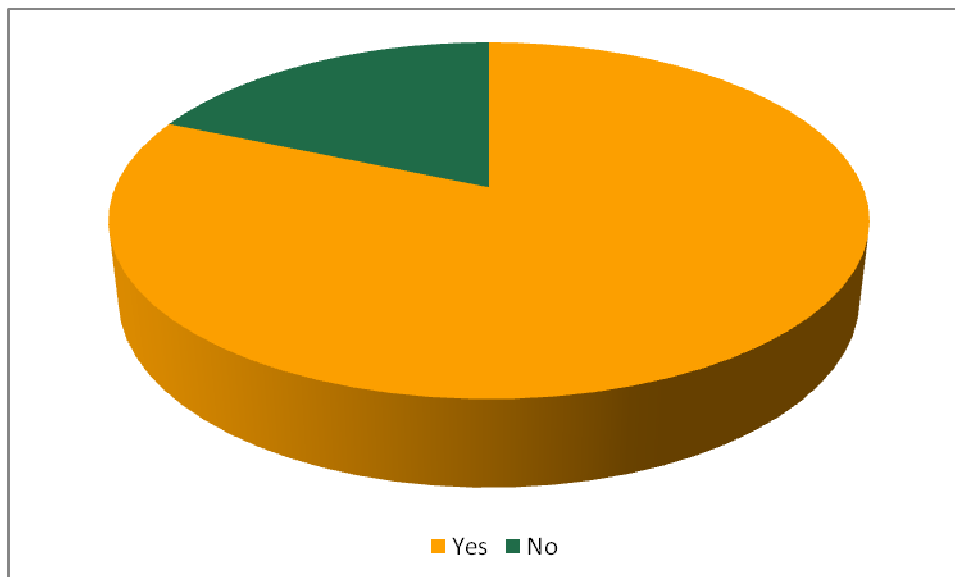
### Key themes from the consultation:

- Mixed views on numbers of homes i.e. none, too many, restrict to 300, housing only.
- Housing needs on brownfield rather than greenfield.
- Support increased pedestrian links and improve footpaths.
- Mixed views on the need for retail (supermarket / no large supermarket).
- Comments on the effect a supermarket could have on Alsager.
- Various comments about the scale of a proposed supermarket i.e. big enough to do weekly shop, small convenience store to serve local houses.
- Mixed views on community venue.
- Mixed views on cemetery provision.
- Site to include a petrol station.
- Include a primary school.
- Woodland should be retained.
- Pub not needed on this site.
- Support extra care.
- Should be a comprehensive redevelopment scheme with a master plan rather than piecemeal applications.
- Science / business park.
- Cycle paths between the site, town centre and Barratt estate,
- Comments regarding the access for the site.
- Archaeological investigation should come first.
- Keep green boundary on Linley Land and Lawton Road.

### Area C: Town Centre

#### Do you agree with the Development Principles (Area C) in the draft Alsager Town Strategy?

- 80% of respondents answered this question
- Yes (81%); No (19%)



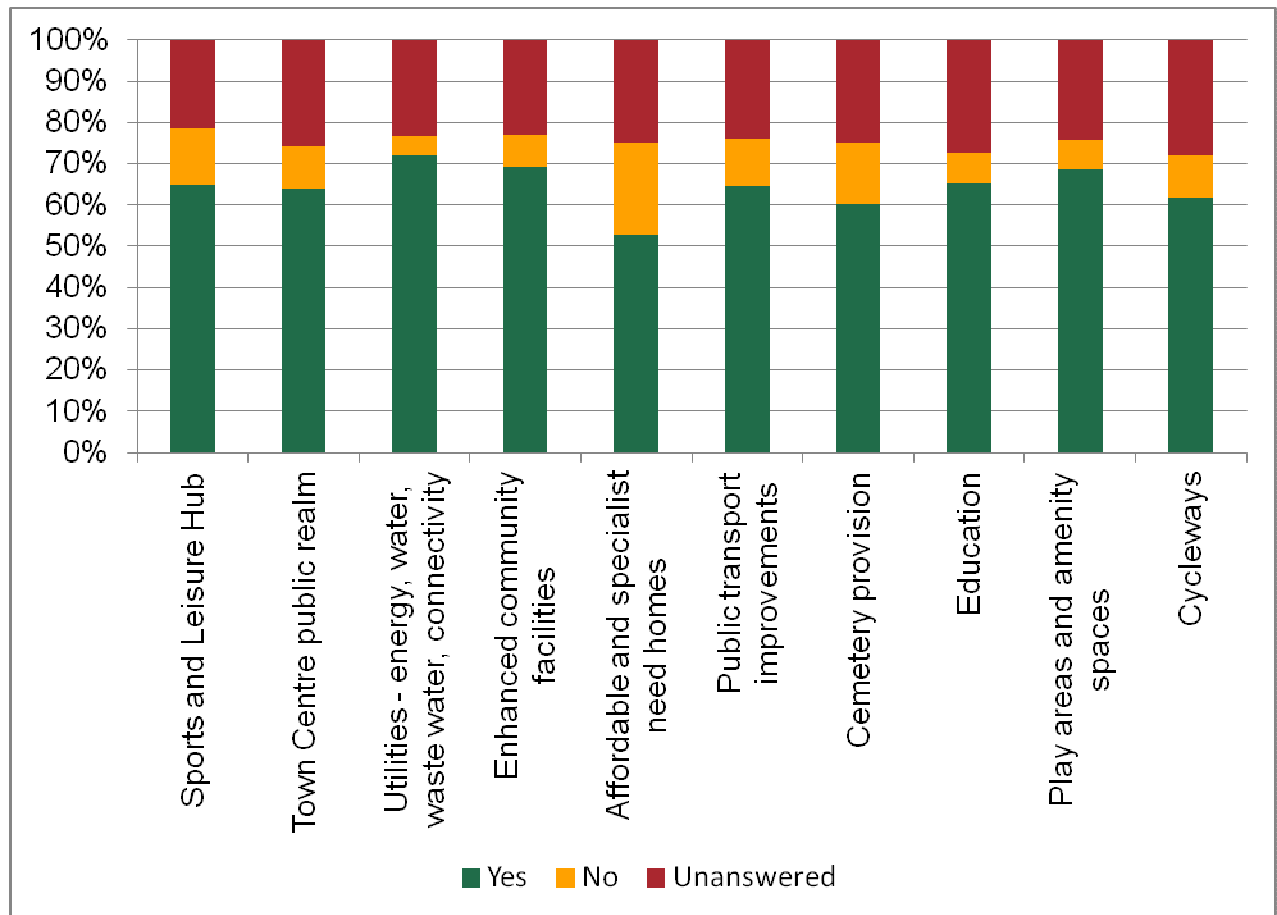
#### Key themes from the consultation:

- Mixed views on opening up Milton Park.
- Mixed views on Area O (variety of outlets / not evening economy / car parking).
- Concern regarding the viability and need of an evening economy in area O – fears it will detract from the town centre.
- Free car parking and car parks not to be built upon.
- Town Yard – should be part of Milton Park, no housing.
- Mixed view regarding the pedestrianisation of the town centre and concerns over the implementation.
- Library to be maintained.
- No more takeaways.
- Town centre building need revamping or rebuilding.
- An entrance to Milton Park should be provided on the corner of Station Road and Brookhouse Road.
- New town centre and shopping area boundaries needed.
- Increase public access to the Mere.
- Reopen Community Information Office.
- Include businesses on Crewe Road between Bank Corner and St. Mary's as part of the retail designation.
- Clearer signage.
- Better connections to the sheltered housing.
- Flexibility for shops to become residential units.
- Make Alsager a thriving small town and get away from the 'village' concept.

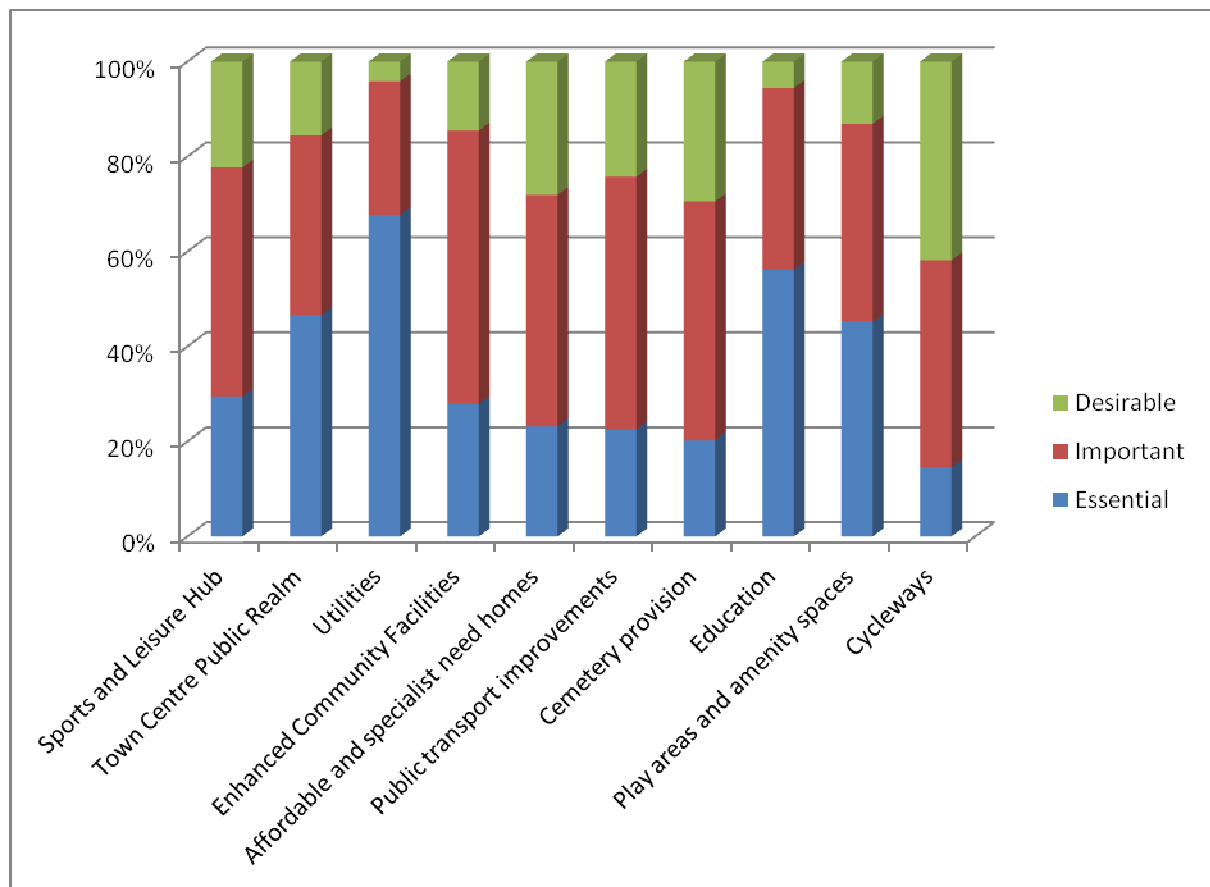
- Make provision for youth facilities.
- Concern on the effect that a large periphery supermarket could have on the town centre.
- Should build on existing uses for Area O i.e. professional services, personal services and wellness services which require skilled employees rather than turning the area into an 'evening economy' of low-paid, unskilled jobs. This will give higher quality, longer lasting employment and enhance the village environment.

## Q7 Infrastructure Priorities

Do you agree with the infrastructure priorities for Alsager?



**What level of priority should be given to the infrastructure priorities identified in the draft Alsager Town Strategy?**



## Q8 Other Infrastructure Priorities

**Do you consider there to be any other infrastructure priorities not listed here?**

**Key themes from the consultation:**

- Sheltered Housing.
- Play areas for older children and teenagers.
- High speed broadband.
- Footpaths.
- Free car parking.
- Carbon reduction should be a consideration in all infrastructure.
- Electric car charging points.
- Major supermarket.
- Road maintenance.
- Parking for larger vehicles.
- Dog litter bins.
- Public toilets.
- Refuse disposal and recycling facilities.
- Health care.
- Policing, safety and CCTV.
- Information provision.
- Marketing for the train station.
- Passenger shelters at train station and bus stops.
- Provision for business start up units.
- Improve and provide more schools.
- Community cinema in the Civic Centre / Milton Park.
- Greenspaces for residential areas and for dog walkers.
- Improve drainage especially at the storm drain along Fanny's Croft.
- Make Barrowpit Meadows accessible to mobility scooters.

## Q9 Additional Comments

### Are there any additional comments that you wish to make on the draft Alsager Town Strategy?

A large number of additional comments were made on Draft Alsager Town Strategy. In the interest of brevity the key themes, which don't appear elsewhere in this document, have been summarised below. Full versions of the comments are available in the Draft Alsager Town Strategy: Full Report

- The MMU site would require a sports organisation i.e. Sports Academy, centre of excellence to take ownership of the site and deliver services.
- There should be more explicit reference to the way digital connectivity will be catered for.
- The strategy does not explicitly address the issue of any decline in the number of properties occupied by students following the relocation of MMU to Crewe.
- Effect of proposed high speed rail link?
- The needs of the elderly need to be greater addressed.
- Utilities PLC would seek the support of the Council in the LDF and planning application processes to protect/secure land for infrastructure use. Failure could mean United Utilities PLC cannot provide the additional capacity required to support your growth plans therefore a failed and/or undeliverable development plan.
- We would merely point out the fact that quite a lot of the identified potential development areas are on agricultural farmland and a fair proportion of it appears to be Grade 2 or 3A land. This should be a matter for some reflection as it would involve the loss of food / dairy production areas.
- We would seek the protection and ecological enhancement of river corridors as part of any development proposals.
- There should be some recognition of BAE Systems' recent investment and development at the Radway Green site. This includes a total of £83 million being invested in the site which is very important to Alsager's economy.
- Once the new BAE Systems manufacturing facility is fully operational (currently forecasted for 2013), a number of buildings and land at BAE Systems site will become surplus to requirements. This presents opportunities for former buildings providing around 48,000 sq metres floor space as well as other surplus land. This opportunity should be recognised more clearly within the Alsager Town Strategy under Theme 3: Balanced Local Economy.
- Area G is located immediately adjacent to BAE Systems magazines and hazardous explosives area. There are a number of current HSE Explosive Licences that are active at the Radway Green site which could potentially preclude development in Area G. The explosive licences should be included in the commentary in the Alternative Development Areas table. In addition, as part of any further appraisal for the potential development sites as referred to Paragraph 6.2 detailed consultation should take place with the HSE about the potential development of this area.
- Area H BAE Systems support the inclusion of Area H as a potential development area. However, due to the potential for employment or residential development, the site should be categorised as a Mixed Use development area.
- Land at Heath End Road / Sandbach Road North, Alsager (SHLAA Site Ref. 2455) should be considered for residential development.



- British Waterways - The canal network must be recognised as a specific, multi-functional form of infrastructure, and the Development Management policy framework must ensure that any impacts of development are mitigated by developers.
- Use the Community Infrastructure Levy to help fund access improvements for pedestrians and cyclists as "essential infrastructure". If it is viewed as "desirable" it will not get done.
- Good attention to detail over individual planning development sites to ensure every benefit is achieved for promoting more sustainable transport.
- The CPRE state that more consideration to environmental impacts could be given to the development sites and have expressed concern regarding the use of greenfield, Green Belt and playing fields as development areas.
- Based on Staffordshire County Council's standard formula of 3 pupils generated per school year group per 100 houses, this would require the equivalent of a new primary school, 155 high school places and 31 post-16 places. We would wish to be consulted on any residential development in this area due to the impact that any reduction in available places in Alsager could have on Staffordshire schools.
- Stoke-On-Trent City Council and Newcastle-under-Lyme Borough Council - It is not considered that sufficient consideration is given to the impact to the on-going regeneration of the North Staffordshire conurbation and how major greenfield residential development could seriously impact regeneration. Furthermore we do not consider that sufficient consideration has been given to the linkages between South Cheshire and North Staffordshire, in particular to the role of Congleton. Finally we are concerned that high levels of out-of-centre office development could undermine our own Core Strategy objectives.
- Network Rail – Wish to be consulted in the pre-application stage of any development close, or next to, Network Rail land or the operational railway.
- Ensure that housing requirement has been informed by a credible and robust evidence base.
- CWT is disappointed that there is no mention of wildlife and green space resources in or near the town.
- Persimmon Homes - Alsager Town Strategy Consultation - Rhodes Field, Crewe Road Land at the above location is under the control of Persimmon Homes. We have, wherever possible, tried to assist the Council by supplementing our representations with robust technical background work and can confirm that the site is suitable, available and deliverable.