

BY SPECIAL DELIVERY

Mr Michael Suarez,
Chief Executive Officer, Cheshire East Council,
Westfields,
Middlewich Road,
Sandbach CW11 1HZ
Cheshire.

26 January 2014

Land off Wilmslow Road, Alderley Edge

Dear Mr Suarez,

I refer to the recent notice on the Cheshire East web site inviting bids for a fifty year lease on the above referenced land for community uses.

I attach a joint proposal from Alderley Edge School for Girls, Alderley United Junior Football Club and Alderley Edge Cricket Club (Hockey Section) for the Council's consideration.

We look forward to being able to bring a useful, attractive and beneficial new amenity to the village of Alderley Edge and the surrounding area.

I would appreciate your guidance on when we should expect to hear the Council's decision on this offer.

Sincerely yours



Dr Robert D Nolan

Chair, Buildings Committee

Alderley Edge School for Girls.

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**Proposal for Alderley Edge School for Girls (AESG) in
association with Alderley United Junior Football Club
(AUJFC) to Lease Land off Wilmslow Road,
Alderley Edge**

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1. Response to outline sought by the Authority

Proposed Use

The land would be used to create a sports facility on a Community Share basis, serving the sporting needs of Alderley Edge School for Girls, Alderley United Junior Football and the Hockey section of Alderley Edge Cricket Club

The facilities would also be available for use by the local County Primary Schools in Alderley Edge, Nether Alderley and Wilmslow, subject to timetables, and by local residents.

There would be outside amenities for football, hockey, tennis, netball and other general sports.

It is also proposed that a central pavilion is developed with changing facilities, basic catering facilities and rooms which will be available for community use for example for local meetings, sports and leisure activities such as Yoga, Pilates and Aerobics.

Adequate parking for all participants will be provided, using environmentally friendly and aesthetically pleasing grasscrete if possible.

It is also proposed to provide a drop-off and collection point for our children, in an attempt to alleviate the daily traffic congestion associated with school start and end time.

An outline plan of the site and proposed use is attached as APPENDIX I

Community and Local Economic Development benefits

The availability of such a sports complex would be a huge benefit to the village as existing facilities are undersized and substandard.

Direct benefits are :

Community benefit is that the development would benefit the local Council taxpayer but at no cost to the taxpayer.

An increase in visiting teams staying in the local area to experience the local retail offer will be a welcome increase in retail footfall

The use of the new facilities as a drop-off and pick-up point for pupils arriving from the Wilmslow/by-pass direction will relieve traffic congestion on Brook Lane and Lynton Lane on a daily basis.

The School needs up to date facilities in order to continue to maintain its high standing and attract students with sports talent

The primary users of the proposed facility would be three of Alderley Edge's most valued institutions: Alderley Edge School for Girls, Alderley United Junior Football Club and the Alderley Edge Hockey Club.

All three of these organisations play an important role in serving the needs of the local community and in attracting a number of people from the broader Cheshire County and beyond.

AESG has grown in popularity and reach but faces strong competition from other Independent Schools which have invested heavily in facilities in recent years. Without the proposed development there is a risk that families from within the community decide to send their girls to schools further afield, negatively impacting the local shops, food and beverage outlets, transport and other local amenities.

AUJFC is the only football club in Alderley Edge. Over 200 boys and girls play for the Club regularly. The young players and their families, as well as the opposing teams they play against bring people from the broader region into the village on a regular basis, contributing to the social and economic well being of the community. United is a vibrant dedicated football club but the current facility at Chorley Hall Lane is amongst the worst in the League. A new facility on this site will create an even more special club and attract more children and their families to the Area.

AEHC goes from strength to strength. The new pitch 'The Edge' at the Ryleys School Playing Field has attracted more and more hockey players of all ages to the sport – there are now 17 teams playing at the Club. Access to an additional pitch will drive the growth and status of the club to a new level – making the club able to compete with the very best Hockey Clubs in the region and providing a great home for grassroots hockey participation in the Village.

A Pavilion with great changing, meeting and leisure facilities can provide a community hub for people from Alderley Edge and the surrounding areas. A well-designed, purpose-built facility of the appropriate scale can blend into the landscape and yet provide a high-quality multi-use building to be shared across the community – again bringing people to, or keeping them in, the Village and contributing to the social and economic well-being.

Proposed Job Creation

During the construction phase there will be significant building employment created in the ground works, construction of two all weather pitches and the building of the pavilion. Investment on the site is likely to be of the order of £3.5 million.

Staff increases at AESG will be more likely if the sports facilities available to the school are of adequate standard.

The football and hockey clubs are run by volunteers – between the 2 clubs there are more than 100 active volunteers helping to run and develop both. The spirit of the London 2012 games makers is very much alive and this new facility will provide a hub for these volunteers to interact, share experiences and ultimately improve the service provided by the organisations.

Professional coaching will be provided by the School, in the form of qualified sports teachers, and by the football and hockey clubs who employ professional, qualified coaches. The new facility will require additional professional resource.

A proposed catering service to serve beverages and snacks to friends and families watching games at the new facility would also provide additional employment opportunities.

Proposed size of any Buildings

The partners will dovetail their uses, school requirements being weekday and Saturday mornings in term time, the Football Club being evening and weekend, and the Hockey being weekend afternoon use, with evening training possible although they do have limited training facilities across the road on the pitch in Ryley's playing field.

A Pavilion will be needed to provide adequate changing facilities for multiple teams and with both male and female options. The pavilion will need to provide adequate changing facilities for at least two teams of both male and female participants. It is envisaged that 4 separate changing rooms would provide sufficient space.

In addition, it is envisaged that rooms would be provided for the serving of light refreshments, as well as a meeting room and a space, which could be used for local clubs and institutions.

It is envisaged that the pavilion would be compact and would be located centrally in the plot. It would be designed to blend in with the landscape and to have minimum visual impact from the road or from surrounding properties.

Parking places for all participants would also be provided, using an environmentally friendly grasscrete if possible.

How New Use will help to secure promotion or improvement of the economic, social and/or environmental well being of the whole or any part of Alderley Edge or wider parts of Cheshire East or all or any persons resident or present in this area/these areas.

Retention of Green Space

The dedication of this land to use as a sports facility will provide assurance to the local community that it will be retained as green space and continue to offer a buffer between the built areas of Alderley Edge and Wilmslow.

Sport and Social/ Environmental well being

Currently sports facilities in the village are limited. The different interested parties' interests will be covered individually:

AESG As there are no satisfactory facilities available at the school, the hockey teams currently have to be bussed to Styal. This is inefficient, bad for the environment and time consuming. The all weather hockey pitch that is being proposed will mean that the needs of this sport will be made available within walking distance of the school. This will also allow AEHC to use the pitch outside of school hours. They have a very large membership in the village, as mentioned above.

AUJFC, the village football club, desperately needs a full sized, all weather pitch which would also be accommodated on the site. The club is very active and currently struggles as the current practice ground is very prone to water-logging and is undersized. Their current pavilion facilities are inadequate. There is no proper parking or drop-off facility. The Football Association is actively encouraging girls to participate in football and the AESG already has an active football section, which would also benefit from use of this new pitch.

AESG and the village primary schools would also benefit from having tennis courts in an environment where families could become involved.

The impact of having a modern well equipped facility for the use of this broad cohort of the active young people of the village, in an environment where they are safe and can be supervised, would be very positive.

This bonus is further enhanced by the fact that this facility would offer adequate parking to participants, in contrast to the current situation where there is insufficient car parking in the village resulting in inconvenience, traffic congestion and unsafe parking which puts the lives of our children in danger.

The fact that this proposal includes the provision of a drop-off and pick up arrangement would further improve the general traffic flow and child safety in the daily school arrival and departure rush hours in the village. Its use by other primary schools could also be considered.

The School, the Football Club and Hockey Club are all active in their various local and national leagues in their chosen sports, so the benefit of this facility would be felt in the broader community as well as our immediate surroundings.

As mentioned above, a sports facility with pitches and courts for the Girls School, the Football Club, the Hockey Club and other groups will help to grow all three institutions bringing a new focus on sports into the heart of the village. The broader community within Cheshire East would have access to these facilities either as participants within the school or clubs or as competitors benefitting from a fantastic new facility.

The role of sports is central to the Government's plans for dealing with major health and social issues that affect our society. Issues such as obesity, drug taking and youth crime have all been tackled successfully by focused sporting initiatives. The Legacy of London 2012 needs to come alive in the villages and towns across the country. That legacy has sport at its heart and the community as its lifeblood. This multi-use, community sports project, with such diverse but strong bodies underpinning it, can provide a facility, which the village merits and which can only improve day-to-day life

in the village. Cheshire East and the Government can be certain that it will be a facility which will serve the community for the next 50 years and beyond.

The football pitch will be available to rent by members of the local community, making it a benefit to Alderley Edge and the surrounding areas in general and helping to develop the football club beyond its current position.

We will target a low carbon development as far as economically viable and propose to explore the use of green energy and processes during the planning phase, to see if their use is economically viable.

Outline the tangible public benefits which will be delivered

A successful application would guarantee delivery of:

Access to first class sports facilities by the local primary schools which cannot afford the capital investment to provide their own facilities, thus offering the opportunity of involvement in sport regardless of background, age or ability.

Less congestion around the schools at the start and end of the school day.

Economic stimulation to the village caused by additional footfall from the sporting activities, but also caused by an improved parking offer.

Increased opportunity for all local residents to participate in sports through the facilities available, either through the School or Clubs hosting the site or through opportunities to book the facilities 'out of hours'.

Opportunities to use meeting room or general space will be available to local businesses, residents clubs or institutions.

In addition to all these considerations, these proposals will have much broader beneficial effects on the whole community of Alderley Edge, as outlined in Section 5 of this document.

Any other relevant information and supporting documents

This proposal represents a superb example of localism, in which a number of active local groups are proposing to continue to work together to improve our community. There is very strong support from our MP, Rt Hon George Osborne, the Alderley Edge Parish Council (see Section 5) and the Football Association (FA) as well as all the local interested parties already mentioned above. Copies of letters of support are attached as APPENDIX 11

These proposals would deliver a local post Olympic legacy that transforms children's lives through playing sport.

The benefit that such a facility would have on the daily traffic flow in the village also represents a very strong additional argument in favour of the proposal.

Financial Terms

The proposal from Cheshire East Council is for a 50 year lease.

AESG in association with AUJFC proposes to offer an annual fee of £10,000 to secure the lease, subject to satisfactory surveys and planning permission.

The proposers estimate that the total cost of these proposals will be approximately £3.5 million.

AESG has significant funds available to invest in this development and proposes to open a fundraising campaign amongst parents and benefactors to raise additional monies.

AEHC propose to use the hockey pitch on a basis to be agreed.

AUJFC propose to build a 3G artificial grass football pitch costing approximately £0.6million, providing funding becomes available.

The cost of a 3G football pitch, with associated equipment is estimated to be between £350 K and £650K depending on the amount of landscaping required on the site.

The Football Club will be seeking a grant from the Football Foundation to complete the project (maximum allowed grant is £500K) and will be seeking to raise additional funds through sponsorship and high-end fund raising initiatives.

Leading Footballers in the area have agreed to lead the fund-raising initiatives.

The Football Club would also seek to raise additional revenue by renting out the football pitch to local community members.

2. Summary of Beneficial Impact on AESG

Alderley Edge School for Girls was formed in 1999 from the merger of Mount Carmel School and St Hillary's School, both of which had been at the heart of the Alderley Edge village for very many years.

The School now educates over 500 pupils, aged between 2 and 18 years, and employs in excess of 90 members of staff.

Since the merger significant improvements have been made to the School buildings and facilities, however to date it has not been possible to improve the sports facilities to a standard in keeping with the remainder of the provision.

This has resulted in the necessity to bus the pupils significant distances in order to provide adequate sporting opportunities. Being able to avoid such bussing will have a significant environmental benefit to the area.

There will be significantly improved sports facilities for pupils which will increase the school's ability to take part in interschool sports and various league games.

AESG will be able to develop even stronger links with the local community and groups.

Ability to provide modern sports facilities.

Ability to attract pupils who have sporting talent and who require up to date facilities for training.

Enable the school to attract high calibre sports staff matching the standards set by our more academic subjects.

Enable the school to offer a more rounded education, including better sports coverage.

Enable the school to offer a safer drop-off and collection system for our children.

3. Summary of Beneficial Impact on AUJFC

AUJFC was formed in 2010 from the merger of Alderley Athletic JFC and Alderley Edge Nomads.

Since then the club has developed and evolved as the only football club in the Village

The Club runs over twenty teams across ten age groups from Under 6 to Under 16 – catering for boys and girls.

Over 50 volunteers help out running and managing the team and operating the club.

The Club is proud to be recognised as an official FA Charter Club focused on providing a pressure free environment for children to develop themselves as footballers whatever their ability.

Matches are played in the Timperley and District Junior Football League against teams from across North Cheshire, South and West Manchester.

We employ a team of 4 professional coaches to run training for all of our teams during the week.

Our current home ground is a council owned pitch at Chorley Hall Lane in Alderley Edge, although the Club is forced to play at other Council owned pitches and at the South Manchester Sports Club in Heald Green, due to the inadequacies of Chorley Hall Lane.

Quite simply Chorley Hall Lane is the worst football pitch in the league! It slopes and is badly drained. It is only marked out for 9 aside by the Council, despite our needs being from 7 aside to full 11 aside games. We have a very basic wooden pavilion which is difficult to maintain and has continual issues with plumbing.

Additionally a significant number of our games have to be cancelled during the winter months as the combination of frost and poor drainage makes our pitch unplayable.

Although the club is very popular and attracts players from across the region, we also run the continual risk of losing players due to the inadequate facilities.

The Club needs a pitch that we can all be proud of and which will improve the football and life skills development of the children who play for our teams.

The Club has decided that a full sized 3G Astroturf pitch, marked out for different sized games and with equipment to cater for the different age groups, will meet our needs. We will be able to use it for our home matches and for training.

It will be playable for most of the year and will encourage the technical development of our young players.

It will attract many more children to the club which will benefit the entire community.

It will also enable us to run adult teams and to provide a hub for more social football!

A central pavilion with some catering facilities will also enable greater interaction with the club for friends, family and community members and create an atmosphere similar to what we experience at the best local rugby clubs – a hub for the game in the village

4. Summary of Beneficial Impact on AECC - Hockey Section

Alderley Edge Hockey Club is part of Alderley Edge Cricket Club, a multi sports club with Hockey, Cricket, Tennis and Squash sections.

The hockey club was founded in 1888 and has over 460 playing members, 350 of whom are aged between 5 and 18.

The club runs seven men's, six ladies' and four junior teams every Saturday and competes in England Hockey Board national competition at under 10,12, 14, 16 and 18 age groups. The club runs 2 'Back to Hockey' groups for mature local women returning to the game and a men's veteran team.

The club has a strong family and community ethos and is proud to be recognised as a 'Clubmark' accredited club with a longstanding reputation for operating an excellent junior academy section. Coaching sessions are also delivered in local primary schools in Alderley Edge and Wilmslow and young players are sign posted to the club. The club runs courses for junior leaders and umpires and has a strong bedrock of experienced volunteers.

Since building its own pitch on the Ryleys playing field in October 2011, membership has increased by over 40% and the Club has won Cheshire East Sports Club of the Year for the last two years as well as 'Cheshire Sports Club of the Year', England Hockey 'Club of the Season' and runners up position in the European Hockey Club of the Year awards..

The club plays matches in the North Hockey Premier League, North West Hockey and Cheshire Women's Leagues using its own pitch but has to rent additional pitches in Macclesfield and Wilmslow. Training and coaching sessions take place every night of the week but sessions are now very crowded as numbers have grown and more pitch time is required to meet the demand. Another playing facility in Alderley Edge would greatly ease congestion and permit further club growth.

Alderley Edge Hockey Club employs four professional hockey coaches and has over 30 qualified coaches and many volunteers who manage teams and officiate at matches. Without an additional local pitch the club may soon have to post a 'Club Full' notice. The proposed facility would mean we could increase membership and provide local families with more coaching and playing opportunities. With more pitch time available the club would look to run hockey sessions for local people with disability and learning difficulties.

England Hockey Board are very keen for more northern clubs to have two pitch facilities that could stage major national competitions and host junior county training sessions. With two hockey pitches close to each other (across the road) the club could host big tournaments and receive more 'hockey tourists'. This year teams have visited Alderley Edge on tour from Wales and Ireland and stayed locally. With more pitch space, more visitors could be catered for.

5. Summary of Beneficial Impact on Alderley Edge Village

Contribution from Cllr Frank Keegan, Alderley Edge Ward Member.

“It is extremely rare for an Elected Councillor to be able to play a positive part in shaping his local Community for the better, at no cost to the Council Taxpayer.

The Community application covering AESG, AUJFC, AECC-HS seeks to lease the land off Wilmslow Road for beneficial impact on their own organisations, which they have outlined above.

However the application to lease the land presents a rare occasion, if not a unique occasion for Alderley Edge to be shaped for the better.

The shorthand is, the success of this application will release, much better Medical facilities, much better parking arrangements, guaranteed retention of facilities at the Festival Hall, and guaranteed allotment sites for existing allotment holders, 50% of whom live outside of Alderley Edge village, and who could be removed if this application fails.

Alderley Edge Parish Council will deliver a new, state-of-the-art Medical Centre on the site of the Festival Hall in 2014/15.

The Parish Council will also upgrade the Community Hall (Festival Hall) and the hall requires a parking facility, if it is to be viable.

The unique element of this application is that AESG can facilitate a string of interdependent actions. The Parish Council can relocate the Statutory Allotments on Heyes Lane to a newly designated Statutory site on Lydiat Lane, currently owned by AESG - BUT only if AESG have a site for their sporting needs, which is identified as Wilmslow Road.

The acquisition of Heyes Lane allows a car park to be planned on the current allotment site, which would, in turn, create the following effects:

The VIABILITY of the Festival Hall is more certain.

The added facility of parking will allow the new Medical Centre to play an important role in Health Service delivery for the wider Wilmslow/Prestbury/Handforth area.

The added parking will allow a solution for the dangerous elements of on street parking to be controlled and removed - Congleton Road, Trafford Road, Ryleys Lane, Brook Lane, and Lynton Lane. On street parking takes place because there is an off street capacity issue, and restriction of on street without an increase in off street could upset the viability of the cafe culture in the village.

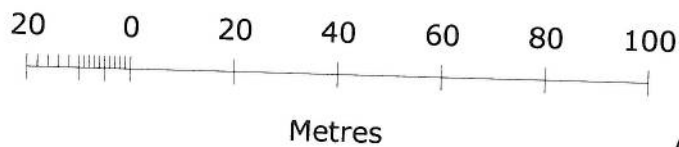
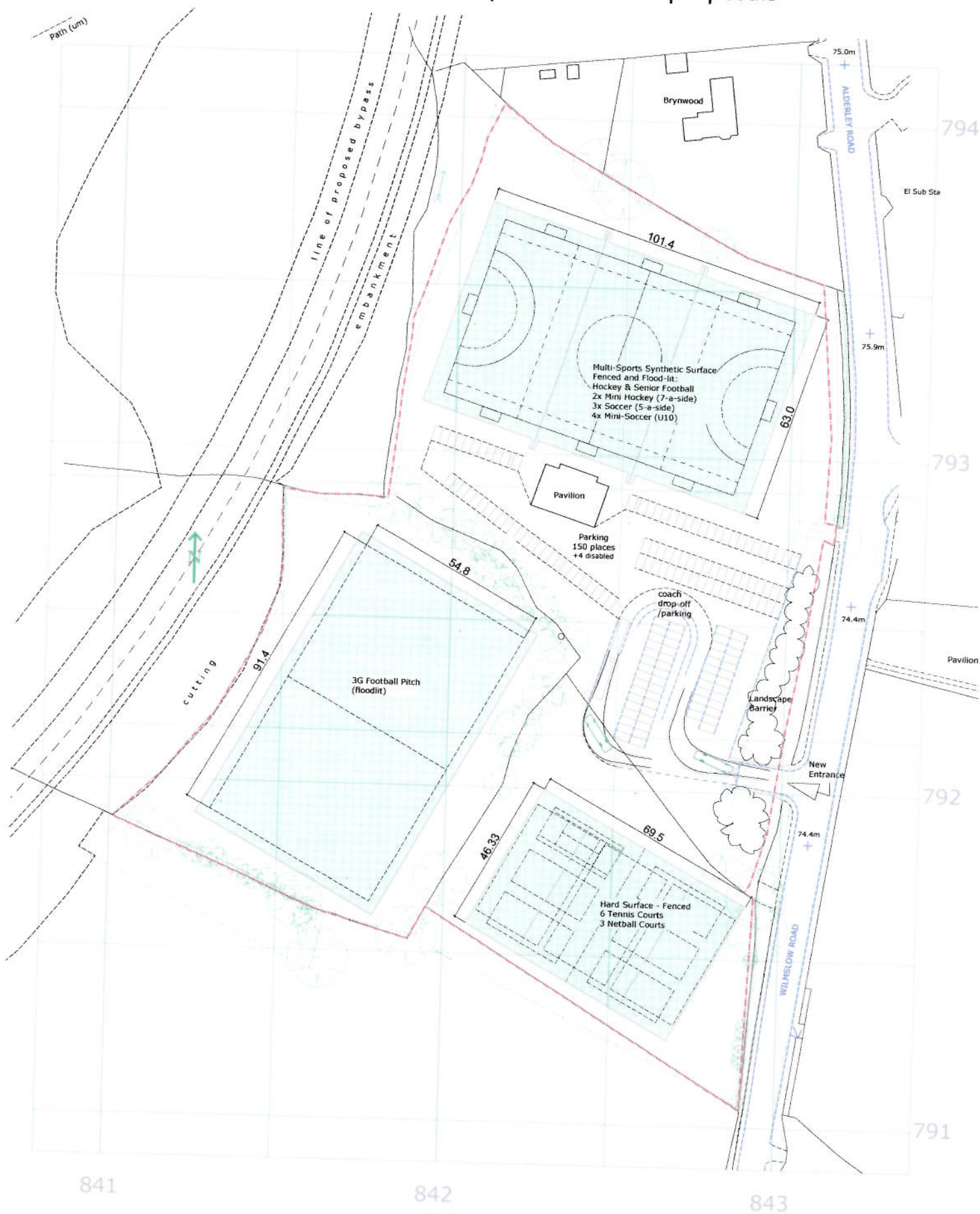
Without doubt the on street parking will not improve of its own accord, and Cheshire East is being offered a solution, and without this solution they will have to provide a site from their own resources.

The case for making this site on Wilmslow Road available as a community use site is compelling.

CLLR Frank Keegan,

Alderley Edge Ward Member”

APPENDIX I Outline plan of site and proposals



Concept Sketch for Sports Facility
on Land Off Wilmslow Road for
Alderley Edge School for Girls