

Appendix C Consultation Leaflet

The Story so Far

Decision to identify route options for the link road
Potential link road options identified
Public Consultation
July 2013
Autumn 2013
January/February 2014

What Happens Next?

Analyse results of Public Consultation
Announce Preferred Route
Begin Surveys and Ground Investigations
Submit Planning Application
Start of Construction
Road Opens
February/March 2014
Spring/Summer 2014
Spring/Summer 2014
Autumn 2014
2016 (Outline Date)
2018 (Outline Date)

How Can I Submit My Views?

Complete the attached questionnaire and return it (along with any other comments that you may have) in the enclosed pre-paid envelope.

Attend one of our consultation events at Congleton Town Hall:

- **Thursday 23rd January 2014 (12pm – 5pm)**
- **Friday 24th January 2014 (9am - 8pm)**
- **Saturday 25th January 2014 (10am - 5pm)**

The exhibition will also be on display throughout the consultation period at Congleton Library. The consultation period begins on the 13th January 2014 and ends on the 28th February 2014.

Visit our website: www.cheshireeast.gov.uk/congletonlinkroad

Email us: congletonlinkroad@cheshireeast.gov.uk

Call us: 0300 123 5035

Write to us: Cheshire East Council
Strategic Highways and Transportation
Floor 6
Delamere House
Delamere Street
Crewe
CW1 2LL

Thank you

www.cheshireeast.gov.uk/congletonlinkroad



Congleton Link Road

We Want Your Views

Introduction

Congleton experiences heavy congestion, particularly at peak times. This has hampered town centre regeneration, reduced inward investment and also made it difficult to retain existing business.

As the local population grows, more traffic will be generated, putting further strain on the existing highway network. Without future transport improvements, Congleton's congestion problems will worsen, restricting the potential for economic growth.



The Congleton Link Road aims to address these issues by providing an alternative route for through traffic to the north of the town, promoting economic expansion and attracting business to the area.

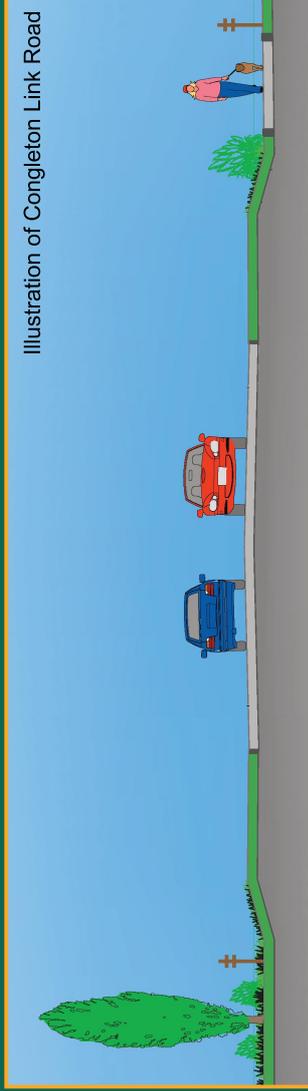
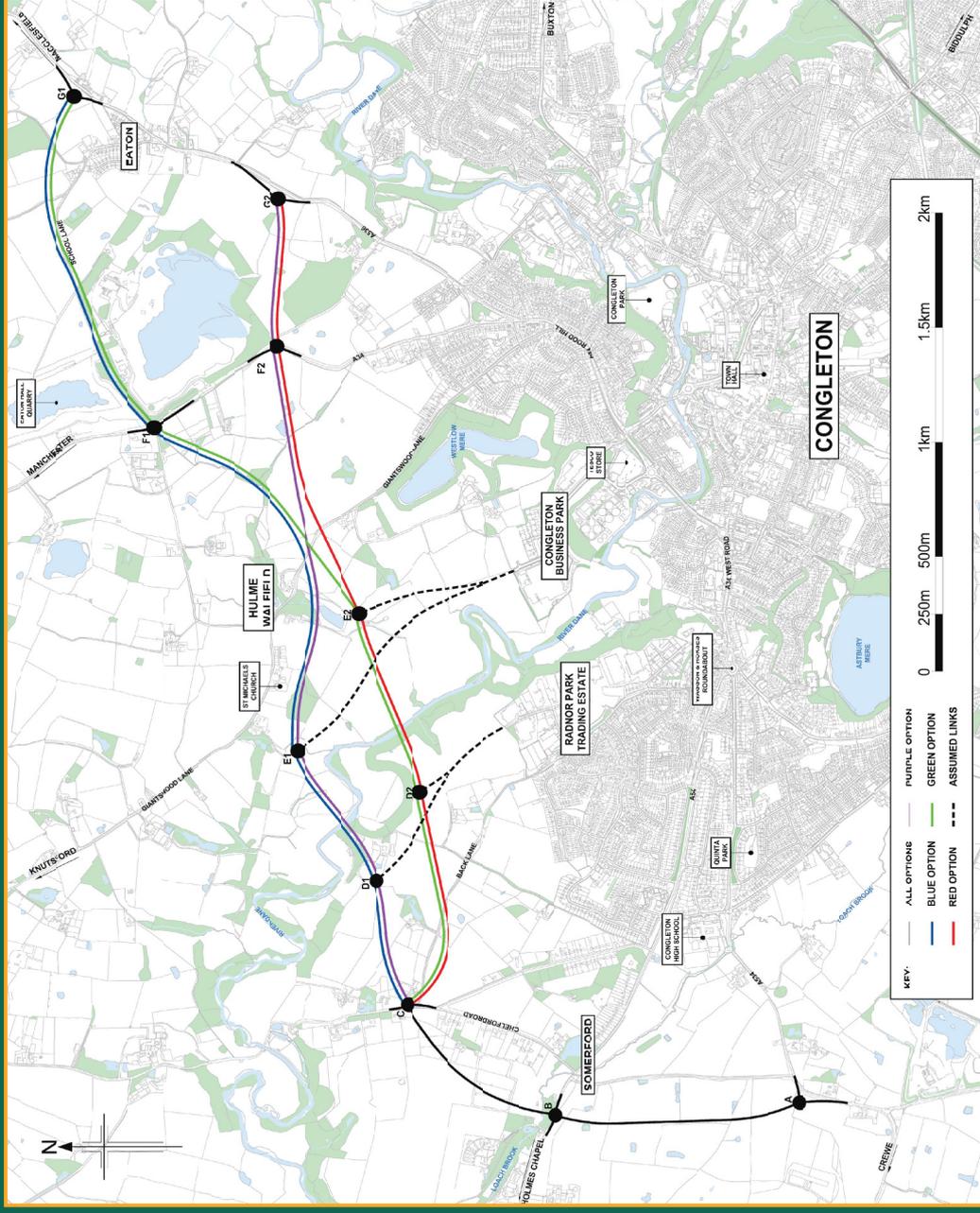
Cheshire East Council is considering a number of options regarding the route of the link road and is keen to hear your views.

www.cheshireeast.gov.uk/congletonlinkroad



Link Road Options

Four link road options have been identified in total; namely the Red Option, the Blue Option, the Green Option and the Purple Option. The four options are shown below.



Scheme Benefits

- Reduce existing town centre congestion and help boost the local economy.
- Improve transport links across Cheshire, helping the local economy.
- Support the regeneration of Congleton by creating and securing jobs.
- Improve access to Congleton Business Park and Radnor Park Trading Estate.
- Improved cycle and pedestrian routes on the new link road and town centre roads.
- Improve air quality within the town centre.

Option Comparison Against Existing Situation

| Assessment Criterion | Red Option | Blue Option | Green Option | Purple Option |
|---------------------------------------|----------------------|----------------------|----------------------|----------------------|
| Length of Scheme | 6.7km (4.2 miles) | 8.6km (5.4 miles) | 7.6km (4.8 miles) | 7.6km (4.8 miles) |
| Cost Estimate | £70.9 Million | £87.7 Million | £81.6 Million | £79.7 Million |
| Value for Money | High value for money | High value for money | High value for money | High value for money |
| Contribution to Local Plan | ↑ | ↑ | ↑ | ↑ |
| Quality of Local Plan | ↑ | ↑ | ↑ | ↑ |
| Journey time saving | ↑ | ↑ | ↑ | ↑ |
| Relieving Congestion within Congleton | ↑ | ↑ | ↑ | ↑ |
| Constructability | ↓ | ↓ | ↓ | ↓ |
| Residents and Businesses | ↑ | ↑ | ↑ | ↑ |
| Landscape | ↓ | ↓ | ↓ | ↓ |
| Ecology | ↓ | ↓ | ↓ | ↓ |
| Cultural Heritage | ↓ | ↓ | ↓ | ↓ |
| Air Quality | ↑ | ↑ | ↑ | ↑ |
| Noise and Vibration | ↑ | ↑ | ↑ | ↑ |
| Water Environment | ↓ | ↓ | ↓ | ↓ |
| Soils, Geology and Hydrogeology | ↓ | ↓ | ↓ | ↓ |
| Non-Motorised Users | ↑ | ↑ | ↑ | ↑ |

TABLE KEY

- ↑ Better
- ↑ Slightly Better
- Neutral
- ↓ Slightly Worse
- ↓ Worse