

# **Environment and Prosperity Scrutiny Committee**

## **Agenda**

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**Date:** Tuesday, 18th September, 2012  
**Time:** 2.00 pm  
**Venue:** Committee Suite 1,2 & 3, Westfields, Middlewich Road,  
Sandbach CW11 1HZ

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The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

### **PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT**

1. **Apologies for Absence**

2. **Declarations of Interest**

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests in any item on the agenda.

3. **Declarations of Party Whip**

To provide an opportunity for Members to declare the existence of a party whip in relation to any item on the agenda.

4. **Public Speaking Time/ Open Session**

A total period of 15 minutes is allocated for members of the public to make a statement(s) on any matter that falls within the remit of the Committee.

Individual members of the public may speak for up to 5 minutes, but the Chairman will decide how the period of time allocated for public speaking will be apportioned, where there are a number of speakers

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For any apologies or requests for further information, or to give notice of a question to be asked by a member of the public

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5. **Minutes of Previous meetings** (Pages 1 - 12)

To approve the minutes of the meetings held on 24 July 2012, 8 August 2012 and 4 September 2012

6. **Work Programme** (Pages 13 - 18)

To give consideration to the work programme

7. **Forward Plan** (Pages 19 - 22)

To give consideration to the extracts of the forward plan which fall within the remit of the Committee

8. **Visitor Economy** (Pages 23 - 32)

To note the progress in delivery of Cheshire East's Visitor Economy Strategy with particular emphasis paid to the overall increase in the economic value of the visitor economy.

9. **Alfresco Policy - Progress Update** (Pages 33 - 38)

To give consideration to proposed changes to the Alfresco Policy

10. **Planning Pre-Application Fees** (Pages 39 - 44)

To consider a report of the Development Management and Building Control Manager.

11. **Financial Support for Public Transport** (Pages 45 - 100)

To consider a report of the Strategic Director of Places and Organisational Capacity.

**CHESHIRE EAST COUNCIL****Minutes of a meeting of the Environment and Prosperity Scrutiny Committee**

held on Tuesday, 24th July, 2012 at Committee Suite 1,2 & 3, Westfields,  
Middlewich Road, Sandbach CW11 1HZ

**PRESENT**

Councillor W Livesley (Chairman)

Councillor D Stockton (Vice-Chairman)

Councillors A Barratt, D Brickhill, H Davenport, W S Davies, K Edwards,  
W Fitzgerald, P Hayes, P Hoyland and S Jones

**Substitute**

S Jones

**In Attendance**

Councillor R Menlove – Portfolio Holder for Environmental Services

Councillor A Thwaite – Cabinet Support Member for Environmental Services

**Officers**

M Averill – Service Leader, Cheshire East Highways

F Crane - Lawyer

P Evans – Programme and Commercial Manager

Neil Morgan – ICT Strategy – Programme Manager

C Williams – Transport Manager

**Apologies**

Councillors R Fletcher and S Hogben

**18 DECLARATIONS OF INTEREST**

There were no declarations of interest.

**19 DECLARATIONS OF PARTY WHIP**

There were no declarations of party whip.

**20 PUBLIC SPEAKING TIME/ OPEN SESSION**

There were no members of the public present wishing to speak.

**21 MINUTES OF PREVIOUS MEETING**

RESOLVED

That the minutes of the meeting held on 26 June 2012 be approved as a correct record and signed by the Chairman.

**22 HIGHWAYS MAINTENANCE UPDATE**

Consideration was given to an update on the progress made during the first six months of the highways services contract with Ringway Jacobs. It was reported that the annual value of the contract was £15million, however this year, it was closer to £17/18million due to additional work being undertaken.

With regard to potholes, it was noted that due to the introduction of a Velocity Patcher, it was now possible to fill around 500/600 potholes per week, however, it was only suitable for treatment on rural roads.

Members questioned whether or not there had been an increase in claims against the council due to poor quality road surfaces, Mr Averill stated that claims were at the same level as in the winter and that the authority is responsible for all road defects, even those undertaken by utility companies. Members agreed that more should be done to inspect the works of utility companies and reclaim any costs due to defective works. Mr Averill informed the Committee that the possibility of introducing a permit scheme was being investigated which would enable the authority to charge for inspections.

It was agreed that as highways is an important issue to members of the public, Councillors and Town and Parish Councillors need to be kept informed of the programme of works, to enable them to advise constituents accordingly.

It was reported that there was a delay to the works due to be undertaken on the M6 and A500, which was the responsibility of the Midlands Highways Agency. This in turn was delaying the commencement of works on the Basford Estate. Councillor Menlove highlighted that this issue no longer fell within his remit; however he was happy to progress this with the relevant Portfolio Holder and officers.

The Committee agreed that it would like to consider a report on traffic calming at a future meeting.

RESOLVED

1. That the progress be noted and a further report be received by the Committee at a later date.
2. That a report on traffic calming measures be considered by the Committee at a later date.
3. That all Councillors and Town and Parish Councillors receive the schedule of works on a regular basis.
4. That Midlands Highway Agency be requested to commence works on the M6/A500 as a matter of urgency.

## **23 STREET LIGHTING STRATEGY**

Consideration was given to a report outlining the strategy for the investment into street lighting within Cheshire East to deliver both energy and carbon savings.

With regard to the process applied to identify the appropriate operation for street lighting, it was agreed that, to fully allow the impact of seasonal changes to be assessed, the scheme should be reviewed after 12 months rather than 6 months.

Members raised concerns that lights would be switched off between midnight and 5.30am at weekends, however the Portfolio Holder assured the Committee that this would only happen in residential areas and not within town centres.

It was highlighted that the proposals may cause energy suppliers to increase their tariffs, which the Authority was unable to influence. Therefore the financial savings may be minimal; however there would be carbon and energy savings.

It was agreed that consultation and marketing with the public and Town and Parish Councils was critical, as concerns regarding fear of crime and possible accidents must be addressed.

### **RESOLVED**

That Cabinet be recommended to approve the Street Lighting Strategy subject to the comments highlighted above.

## **24 STREET NAMING POLICY**

Consideration was given to a draft policy in relation to the Street Naming and Numbering Service for Cheshire East Council, prior to it being submitted to the Portfolio Holder for Environment for approval.

The report highlighted that it was essential for a new policy be implemented to facilitate the effective delivery of the Street Naming and Numbering Service and the attendant benefits realised from a well run, proactive service.

It was noted that it would be possible to make administrative charges to applicants in many cases, however the level had yet to be determined and this should not be seen as a financing mechanism. The Portfolio Holder highlighted that in order to reduce administrative costs; payment could only be made via debit card. Members agreed to receive a progress report on the charges agreed and income generated.

It was agreed that alternative forms of advertising other than through the media should be pursued as this was costly to the authority and considered to be ineffective.

### **RESOLVED**

1. That the Portfolio Holder for Environment be recommended to approve the Policy subject to the comments highlighted above.

2. That a progress report outlining the agreed charges and income generated be brought back to a future meeting of the Committee.

## **25 LOCAL SUSTAINABLE TRANSPORT FUND (LSTF)**

The Committee was informed that the Council had been successful in a bid for £3.509m from the Local Sustainable Transport Fund to be used to support local authority transport projects. Two key aims of the fund were to promote jobs and employment growth and to promote sustainable travel.

It was agreed that, as Basford was a growth area for Crewe, Shavington had been omitted from the wards affected.

RESOLVED

That subject to shavington being included in the wards affected, the report be noted.

## **26 WORK PROGRAMME**

Consideration was given to the work programme. Members agreed that in order to fit in with Cabinet timescales, an additional meeting of the Committee would need to be held to enable Members to give consideration to the Transport Consultation Evaluation.

RESOLVED

That an additional meeting of the Committee be arranged to give consideration to the Transport Consultation Evaluation.

## **27 FORWARD PLAN**

Consideration was given to the extracts of the forward plan which fall within the remit of the Committee.

RESOLVED

That the forward plan be noted.

The meeting commenced at 2.00 pm and concluded at 4.40 pm

Councillor W Livesley (Chairman)

## **CHESHIRE EAST COUNCIL**

### **Minutes of a meeting of the Environment and Prosperity Scrutiny Committee**

held on Wednesday, 8th August, 2012 at The Tatton Room - Town Hall,  
Macclesfield SK10 1EA

#### **PRESENT**

Councillor W Livesley (Chairman)  
Councillor D Stockton (Vice-Chairman)

Councillors A Barratt, H Davenport, W S Davies, K Edwards, R Fletcher,  
S Hogben, P Hoyland, A Moran and B Silvester

#### **Apologies**

Councillors D Brickhill P Hayes and W Fitzgerald.

#### **Substitutes**

D Marren, A Moran and B Silvester

#### **Officers**

R Kemp – Waste Strategy Manager  
R Skipp – Waste and Recycling Manager  
C Williams – Transport Manager

#### **28 DECLARATIONS OF INTEREST**

None

#### **29 DECLARATIONS OF PARTY WHIP**

None

#### **30 PUBLIC SPEAKING TIME/ OPEN SESSION**

There were no members of the public wishing to address the Committee

#### **31 POTENTIAL CHANGES TO THE COUNCIL'S SUPPORT FOR PUBLIC TRANSPORT**

Consideration was given to a report informing Members that the Council currently spends £2.2million (net of income) supporting public transport in the Borough. The adopted Business Plan (2012-15) for Cheshire East Council anticipated a reduction of £0.5million in that support. However this was now more likely to be around £0.75million, subject to a full public consultation on the equality impacts.

The report set out a series of options for how best to meet the transport needs of local communities within the context of reduced budgets.

The Transport Manager highlighted that appropriate alternative provision would be found for children entitled to transport under the Council's Home to School Transport Policy, one possibility would be a smaller private hire vehicle

During a detailed debate of the report, Members made the following comments:

- The Committee needed to give consideration to the full responses from the consultation and also receive details of the impact previous years cuts had on the public.
- Children were being discriminated against as buses were often their only form of transport available, the proposals could be denying access to education and social activities.
- The report to Cabinet should refer to the fact that meetings with representative groups had taken place outlining the proposals to fulfil the obligations to engage as well as consult with affected groups.
- There were also savings being made through changes to the Council's Home to School Transport Policy. This report did not give full details of the level of support to be reduced by the Council as a whole.
- The elderly would also suffer as a result of the proposals as they may be cut off from essential services.
- The survey may not have been accessible to all those affected by the proposals. Drop in sessions need to be held in hard to reach areas.

The Committee agreed that it wished to consider the full results of the consultation and proposals prior to them being submitted to Cabinet in October 2012. The report should map those responses to the consultation to ensure that no areas had been missed.

RESOLVED

That the Committee receive the Cabinet report at its meeting scheduled to be held on 18 September 2012. The report should include a map of those responses to the consultation to ensure that no geographical areas have been missed.

### **32 FUNDING BID TO CENTRAL GOVERNMENT WEEKLY COLLECTION SUPPORT SCHEME**

Consideration was given to a report outlining information and costings on a potential weekly food waste collection service that would be added to the existing household recycling and waste collection from May 2014. Capital and revenue start up costs would be subject to an outline bid of £3.8million to Central Governments Weekly Collection Support Scheme. Annual running costs would be expected to be absorbed into proposals for alternative delivery of recycling and



waste services from 2014-15 as part of future savings on the recycling and waste budget. On the basis of an external review, it was estimated that the costs of running the service in house would equate to an additional £2m a year.

The Chairman had determined that this matter should be considered as a matter of urgency under Section 100 (B)(4) of the Local Government Act 1972 in view of the 17 August 2012 government deadline to submit bids for capital and revenue start up funding .

The Portfolio Holder for Environment attended the meeting and informed the Committee that as options for food waste needed to be considered, it would be sensible to bid for the funding. There was no guarantee the bid would be successful and even it was, the monies could be returned if the authority decided not to progress with the proposals.

It was highlighted that the average family throw away £860 of food waste each year. Members agreed that rather than collecting food waste, people should be encouraged to use composters and the possibility of providing free composters should be investigated.

Members of the Committee felt that if the bid was successful, the authority would have no option but to progress with the scheme as not doing so would create bad press and have a negative impact on the authority's reputation.

Questions were raised with regard to the accuracy of the financial and statistical information provided, as it could be interpreted in several different ways. It was also agreed that the reference made to anaerobic digesters in paragraph 10.1 was misleading and should be reworded.

Members agreed that the proposals may be the right way forward and should not be ruled out, however there were other ways of collecting food waste, which should be investigated before any decisions were made.

Following detailed consideration of the report, it was agreed that as no policy development had taken place within the Authority on the implications of a weekly food waste collection service, the bid should not be submitted.

### RESOLVED

That the Portfolio Holder for Environment be recommended not to submit a final bid to the communities weekly collection support scheme as no policy development had taken place within the Authority on the implications of a weekly food waste collection service.

The meeting commenced at 10.30 am and concluded at 1.10 pm

Councillor W Livesley (Chairman)

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## **CHESHIRE EAST COUNCIL**

### **Minutes of a meeting of the Environment and Prosperity Scrutiny Committee**

held on Tuesday, 4th September, 2012 at Committee Suite 1 & 2, Westfields,  
Middlewich Road, Sandbach CW11 1HZ

#### **PRESENT**

Councillor D Stockton (Vice-Chairman)

Councillors A Barratt, H Davenport, W S Davies, K Edwards, R Fletcher,  
P Hayes, S Hogben and P Hoyland

#### **Officers**

P Burns – Parking Manager  
J Morley – Scrutiny Officer

#### **Apologies**

Councillors W Livesley, D Brickhill and W Fitzgerald

#### **33 DECLARATIONS OF INTEREST**

None

#### **34 DECLARATIONS OF PARTY WHIP**

None

#### **35 PUBLIC SPEAKING TIME/ OPEN SESSION**

There were no members of the public wishing to speak

#### **36 CHESHIRE EAST CAR PARK MANAGEMENT REVIEW**

Consideration was given to the final report of the Task and Finish Group, which conducted a review of Cheshire East Car Park Management. The aim of the review was to ensure that Cheshire East Council's car parks were being managed in a way that assisted the vitality and viability of town centres and villages.

Members raised concern that the Town and Parish Councils had not been consulted during the review and that the group had not considered all the evidence available. It was highlighted that the investigation had been curtailed in order to meet Cabinet and budget timescales. In order to rectify this issue it was agreed that whilst Members were happy with the content of the report, amendments should be made to the recommendations to Cabinet.

The Portfolio Holder informed Members that, in line with the wishes of the Make It Macclesfield Business Group, he had set up a pilot car parking scheme, which allowed 4 hours parking for the price of 2 in 5 of the Boroughs car parks. The pilot would run for 6 months and be of no cost to the Council.

With regard to p22 – Parade Car Park, Alderley Edge, it was agreed that the report should be amended to reflect the fact that the Ward Councillor had been consulted as was happy with the proposals.

The Committee thanked the Task and Finish Group for the final report and its hard work during the review.

RESOLVED

1. That the final report be submitted to Cabinet for approval, subject to the recommendations being amended to read:
  - A. That Objective 2 of the Car Parking Strategy be amended to include specific reference to car parks that have no charges. Objective 2 should read as follows - “To provide excellent parking facilities at an appropriate charge (**which may include a zero charge**) to customers and Council Tax payers”.
  - B. That the actions points relating to Objective 2 of the Car Parking Strategy be amended to allow more flexibility in the development of car park tariff structures. The second bullet point should read as follows - “The scale of charges should **ideally** conform to a consistent pattern across stay periods in all towns.”
  - C. That where possible tariff structures should provide broadly consistent charges from one stay period to the next (i.e. cost per hour is the same for 1-2 hours as 3-4 hours) up to four hours.
  - D. That whilst tariff structures should ideally conform to a consistent pattern tariffs for each individual car park should be set based on the characteristics of the car park, demand for that car park, desired service users, local needs and relationship with other car parks in the same town.
  - E. That to achieve Cheshire East Council objectives each town or village should have individual parking management action plans based on the characteristics of the town or village and produced in partnership with the Parking Manager, Ward member, Town or Parish Councils. The action plans should achieve the Council’s over arching objectives without negatively affecting the economic vitality of neighbouring towns or villages. The decision to change the charging status of any car park will only be taken if it can be supported by evidence, illustrating both the need and benefit to the area and local community. Evidence must be brought to the attention of Ward Members, Town or Parish Councillors and must be open to legitimate challenge.
  - F. The income projection from parking for 2012/13 is too high and previous budget have been over optimistic. Future budget setting processes should be based on historic data to produce a more realistic income target for Parking Services.

- G. That initiatives to increase the use of car parks through new technology and sale of parking contracts be supported by Cabinet and the Environment and Prosperity Scrutiny Committee.
  - H. That attempts to increase revenue generation to reach the parking service's budgeted income projection for 2012/13 should not include wide scale increases in charges as this may reduce demand and result in lower income overall. That residential parking schemes should be used to restrict on-street parking to provide residents with a reasonable expectation of finding a parking space near their home but only where it is deemed absolutely necessary.
  - I. That zonal charging should be implemented in towns and villages with multiple car parks to discourage long stay commuters from parking in central car parks to free up spaces for short stay users.
2. That with regard to the Parade Car Park in Alderley Edge, the report should be amended to reflect the fact that the ward Councillor had been consulted and was happy with the proposals.

The meeting commenced at 10.00 am and concluded at 11.25 am

Councillor Stockton

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## **CHESHIRE EAST COUNCIL**

### **REPORT TO: ENVIRONMENT AND PROSPERITY SCRUTINY COMMITTEE**

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<b>Date of Meeting:</b>	18 September 2012
<b>Report of:</b>	Borough Solicitor
<b>Subject/Title:</b>	Work Programme update

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#### **1.0 Report Summary**

- 1.1 To review items in the 2012 Work Programme, to consider the efficacy of existing items listed in the schedule attached, together with any other items suggested by Committee Members.

#### **2.0 Recommendations**

- 2.1 That the work programme be received and noted.

#### **3.0 Reasons for Recommendations**

- 3.1 It is good practice to agree and review the Work Programme to enable effective management of the Committee's business.

#### **4.0 Wards Affected**

- 4.1 All

#### **5.0 Local Ward Members**

- 5.1 Not applicable.

#### **6.0 Policy Implications including - Climate change - Health**

- 6.1 Not known at this stage.

#### **7.0 Financial Implications for Transition Costs**

- 7.1 None identified at the moment.

#### **8.0 Legal Implications (Authorised by the Borough Solicitor)**

- 8.1 None.

#### **9.0 Risk Management**

- 9.1 There are no identifiable risks.

## **10.0 Background and Options**

- 10.1 In reviewing the work programme, Members must pay close attention to the Corporate Plan and Sustainable Communities Strategy.
- 10.2 The schedule attached, has been updated in line with the Committees recommendations on 24 July 2012. Following this meeting the document will be updated so that all the appropriate targets will be included within the schedule.
- 10.3 In reviewing the work programme, Members must have regard to the general criteria which should be applied to all potential items, including Task and Finish reviews, when considering whether any Scrutiny activity is appropriate. Matters should be assessed against the following criteria:
- Does the issue fall within a corporate priority
  - Is the issue of key interest to the public
  - Does the matter relate to a poor or declining performing service for which there is no obvious explanation
  - Is there a pattern of budgetary overspends
  - Is it a matter raised by external audit management letters and or audit reports?
  - Is there a high level of dissatisfaction with the service
- 10.4 If during the assessment process any of the following emerge, then the topic should be rejected:
- The topic is already being addressed elsewhere
  - The matter is subjudice
  - Scrutiny cannot add value or is unlikely to be able to conclude an investigation within the specified timescale

## **11.0 Access to Information**

The background papers relating to this report can be inspected by contacting the report writer:

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## Environment and Prosperity Scrutiny Committee Work Programme – 31 August 2012

Issue	Description /Comments	Officer	Suggested by	Portfolio	Corporate Priority	Current Position	Date
Potential Changes to the Councils support for Public Transport	To consider the evaluation of the transport consultation.	C Williams	Committee	Environmental Services Cllr Menlove	Nurture strong communities	Delayed	18 September 2012
Alfresco Licensing Update	To consider a report on the 12 month review inc. income and costs	Mark Averill	Committee	Environmental Services Cllr Menlove	Nurture strong communities	On Target	18 September 2012
Pre Planning Application Service	To receive an update	A Fisher	Committee	Communities Cllr Bailey	Nurture strong communities	On target	18 September 2012
Visitor Economy Strategy	To consider an update on the visitor economy of Cheshire East	Richard Milkins	Portfolio Holder	Prosperity and Regeneration Cllr Macrae	Ensure a sustainable future	On Target	18 September 2012
Corporate Landlord Model (6 month performance summary)	To receive a 6 monthly performance summary	Caroline Simpson	Officer	Prosperity and Economic Dev Cllr Macrae	Ensure a sustainable future	On Target	16 October 2012
High Speed Two (HS2)	To receive a briefing on the current status of HS2 in Cheshire East	Andrew Ross	Committee	Prosperity and Economic Dev  Cllr Macrae	Ensure a sustainable future	Waiting for Officer confirmation	16 October 2012
Future Operation of	To give consideration to the future running and	Caroline Simpson	Committee	Prosperity and Economic	Ensure a sustainable future	Deferred from 24 July 2012	20 November 2012

## Environment and Prosperity Scrutiny Committee Work Programme – 31 August 2012

Macclesfield Town Hall	preferred operating model for the town hall			Dev Cllr Macrae			
Governance Arrangements – Waste and Recycling Service Delivery Options	To give consideration to the results of a feasibility study	R Skipp	Officer	Environmental Services Cllr Menlove	Ensure a sustainable future	On target	20 November 2012
Carbon Management Programme – Annual Review	To receive an update on the programme including work undertaken to reduce the carbon footprint of schools	Caroline Simpson	Committee	Environmental Services Cllr Menlove	Ensure a sustainable future	On Target	18 December 2012
Christmas Bin Collections	To ensure the revised collection service was effective and cost efficient	Ray Skip	Committee	Environmental Services Cllr Menlove	Nurture strong communities	On Target	22 January 2013

### Task and Finish Groups

Planning Enforcement - ongoing

Waste – ongoing

### Possible Items to Monitor or consider at future Meetings

#### **Environment – Cllr Menlove**

- Traffic calming
- Highway maintenance
- Local Sustainable Transport Fund - ongoing

- Waste Needs Assessment/Recycling (informing Local Plan process)
- Household Waste Recovery Centres, Glass Bring Banks, Waste Procurement Strategy and Anaerobic Digesters
- Crematoria
- Advertising on highways

## **Environment and Prosperity Scrutiny Committee Work Programme – 31 August 2012**

- Report on project slippages
  - Development Management Transformation Project – Possible update on outstanding work
  - National Planning Policy Framework – potential briefing
- Development Management and Building Control – Cllr Bailey**
- Review of the Interim Planning Policy on the Release of Housing Land

### **Dates of Future Committee Meetings**

24 July 2012, 18 September 2012, 16 October 2012, 20 November 2012, 18 December 2012, 22 January 2013, 19 February 2013, 19 March 2013 and April 23 2013.

### **Dates of Future Cabinet Meetings**

20 August 2012, 17 September 2012, 15 October 2012, 12 November 2012, 10 December 2012, 7 January 2013, 4 February 2013, 4 March 2013, 2 April 2013 and 29 April 2013.

### **Dates of Future Council Meetings**

11 October 2012, 13 December 2012, 21 February 2013 and 18 April 2013.

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<b>Key Decision</b>	<b>Decisions to be Taken</b>	<b>Decision Maker</b>	<b>Expected Date of Decision</b>	<b>Proposed Consultation</b>	<b>Relevant Scrutiny Committee</b>	<b>How to make representation to the decision made</b>
CE12/13-12 Affordable Housing Programme Phase 2	To approve the inclusion of identified land assets in phase 2 of the programme, and to grant permission to incorporate some open market housing into identified sites in the Crewe area.	Cabinet	17 Sep 2012	Through the Homes and Communities Agency at weekly group meetings.	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)
CE12/13-11 Congleton Transport and Economic Development Strategy	To authorise work to establish a range of options for measures to reduce congestion, support economic growth, and improve the strategic connectivity of Congleton.	Cabinet	17 Sep 2012	tba	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)

CE12/13-18 Delivery of Streetscape Operations	To agree to detailed work being carried out to determine the full range of services associated with Grounds Maintenance, Street Cleansing and Car Park maintenance/management that could be managed more cost effectively through the Highways Service Provider and, subject to the outcome of that work, to commence procedures to transfer the relevant services in accordance with all statutory requirements.	Cabinet	17 Sep 2012	Council Members and all existing staff currently employed within the affected services via Stakeholder Groups, and Member Briefing Sessions	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)
CE12/13-20 PATROL Nomination to be Host Authority	To agree to the Council undertaking the role of lead Authority for the Parking Adjudication Committee and Bus Lane Adjudication Committee.	Cabinet	17 Sep 2012		Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)

CE11/12-44 Review of the Interim Planning Policy on the Release of Housing Land	To approve and to recommend to Council the interim planning policy on the release of housing land.	Cabinet, Council	15 Oct 2012	With housing stakeholders, Parish Councils, Housing Market Partnership and the Local Plan database using the website, post and email.	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)
CE12/13-6 SEMMMS Scheme Update	To authorise Officers to approve the major scheme business case in order to access DfT funding. To review the mitigation strategy, authorise the next stage of public consultation, and to delegate the lead on delivering the scheme to Stockport MBC on behalf of the 3 promoting authorities.	Cabinet	15 Oct 2012	With residents, landowners, the general public and key stakeholders through public meetings and the Council's website.	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)
CE12/13-13 Flexible, Public and Community Transport	To consider the results of public consultation on the Council's support for public transport and to consider proposals to deliver savings in the Business Plan 2012-15.	Cabinet	15 Oct 2012	Extensive public consultation, at key service centres and online, including with town and parish councils, community and voluntary sector groups and public transport operators.	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)

CE12/13-19 Leisure Services future Operating Model	The report will consider options for the future delivery of leisure services throughout the Borough and will make recommendations to Cabinet for a preferred way forward.	Cabinet	15 Oct 2012		Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)
CE11/12-45 Cheshire East Local Plan Core Strategy	To approve and to recommend to Council the publication draft of the Cheshire East Core Strategy.	Cabinet, Council	12 Nov 2012	With housing, business and environment stakeholders, infrastructure providers, Parish Councils and local communities through the website, email post and general publicity.	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)
CE11/12-41 Future Operation of the Old Town Hall, Macclesfield	To decide upon the future running and preferred operating model for the Old Town Hall.	Cabinet	7 Jan 2013	With Macclesfield Charter Trustees and Macclesfield Forum.	Environment and Prosperity	John Nicholson, Strategic Director (Places and Organisational Capacity)



## **CESHIRE EAST COUNCIL**

### **REPORT TO: Environment and Prosperity Scrutiny Committee**

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**Date of Meeting:** 18<sup>th</sup> September 2012  
**Report of:** Strategic Director (Places and Organisational Capacity)  
**Subject/Title:** Visitor Economy Strategy Update for Cheshire East  
**Portfolio Holder:** Councillor Jamie Macrae

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#### **1.0 Report Summary**

- 1.1 Following a report to Environment and Prosperity Committee on 26<sup>th</sup> October 2010, the Visitor Economy Strategy was adopted by Council as a framework to deliver services and agree policy relating to the Visitor Economy. The Visitor Economy Strategy was approved by Cabinet and published in February 2011. This report updates on the progress made since this date.

#### **2.0 Recommendation**

- 2.1 Members are asked to note the progress in delivery of Cheshire East's Visitor Economy Strategy with particular emphasis paid to the overall increase in the economic value of the visitor economy.

#### **3.0 Reasons for Recommendation**

- 3.1 Cheshire East Council's Visitor Economy Strategy provides a framework to guide the work of the Council and its visitor economy team, its partnership with Marketing Cheshire, business associations and other partner organisations. In a difficult economic climate the visitor economy continues to make a positive contribution to the wider economy of Cheshire East through economic growth, jobs, image and profile.

#### **4.0 Wards Affected**

- 4.1 All

#### **5.0 Local Ward Members**

- 5.1 All

#### **6.0 Policy Implications including - Climate Change - Health**

- 6.1 The visitor economy strategy may inform the development of other strategies, particularly economic strategies. A healthy, competitive and high performing economy will contribute to the health and well being of the

population of Cheshire East. This can help shape the scale and location of employment opportunities and encourage accessibility. The nature of the economy in future will determine the extent to which Cheshire East as a whole is able to reduce its carbon emissions particularly in relation to more sustainable travel patterns.

## **7.0 Financial Implications**

- 7.1 All costs associated with the implementation of the visitor economy strategy will be constrained within existing budgets.

## **8.0 Legal implications (authorised by the Borough Solicitor)**

- 8.1 The development of the visitor economy strategy is not a statutory function.

## **9.0 Risk Management**

- 9.1 The risk of not implementing the visitor economy strategy is that other related strategies are prepared in a policy vacuum without the relevant economic objectives, priorities and direction and that the Council does not have a framework to realise the opportunity to influence the economic benefits of the visitor economy through its actions.

## **10.0 Summary**

The Visitor Economy Strategy outlined Cheshire East's priorities for the next 5 years and in the appendices provides examples of how Cheshire East is achieving our goals against these priorities. The key messages of this work can be seen below, with a detailed analysis shown in the appendix section.

- On track to meet the targets set out in the strategy (**app 1**)
- Best performing part of the sub-region in the latest STEAM figures (**app 2**)
- 17% more visitors stayed overnight in Cheshire East 2010 compared to 2009.
- Cheshire East's Visitor Economy support 8693 jobs
- Very successful 'Promoting to Visitors' campaign (**app 3**)
- Acclaimed new Macclesfield Visitor Information Centre
- Cheshire East is the top performing film location in the sub-region (**app 4**)
- Links with community and partnership organisations
- Early adopters of new & social media to spread the word
- Working closely with Visit Peak District to promote Cheshire's Peak District
- Instigated staff offers of strategic events for major Cheshire East businesses
- Work with libraries to improve the provision of visitor information
- Over 200 delegates have attended our Cheshire East Welcome Courses
- More people are choosing to stay at home – Staycations (**app 5**)

## **10.2 Ambassadorial Role for Councillors**

There is an opportunity for Councillors to utilise their connections and influence to promote Cheshire East as 'the' place to visit with individual market towns, international respected events and world renowned attractions, and to have finely tuned 'antennae' for potential inward investment opportunities.

## **10.3 Next Steps**

We have made good progress to achieving the Visitor Economy objectives set out in the strategy; however there is a lot of work still required to build a sustainable future for the visitor economy of Cheshire East. A programme of work has been agreed between Cheshire East and our partners Marketing Cheshire for the current financial year that will assist in meeting the set objectives. This work includes a key visitor information project that will ensure that key attractions and events are promoted at places where visitors regularly visit; including gateways, attractions and coffee shops. We will also work in partnership with Visit Peak District to enhance the reputation and visibility of Cheshire's Peak District; Cheshire East's main attack brand.

A vital part of the visitor economy work is to support and enhance existing place marketing activity being undertaken by Marketing Cheshire and Cheshire East as this is vital to our objectives. We will particularly link into 'Make it Macclesfield', All Change for Crewe' and the Sustainable Towns Network ensuring visitor economy objectives are incorporated.

## **11.0 Access to Information**

The background papers relating to this report can be inspected by contacting the report writer:

Name: Richard Milkins

Designation: Visitor Economy Development Manager

Tel No: 78060

Email: [Richard\\_milkins@cheshireeast.gov.uk](mailto:Richard_milkins@cheshireeast.gov.uk)

## **Appendix 1 – Strategy Objectives**

### **Help to increase visitor numbers and improve the overall customer experience.**

- Cheshire East's Visitor Economy (2010) is currently worth over £578.4m (STEAM 2010) p/a, an increase of 6% from 2009. This is by far the biggest increase in the sub-region
- Cheshire East now attracts almost 12m visitors per year supporting 8693 jobs.
- Overnight stays in Cheshire East have increased by 17%, equating to 1.2m overnight visitors. This means visitors are staying longer; therefore spending more money locally. There are 303 accommodation providers in Cheshire East, with 9434 bed spaces.
- Cheshire East Council are aiming to develop a Visitor Economy with a value of £670m by 2015 and the latest STEAM figures show we are progressing well.
- The Visitor Economy team are working collaboratively with the sustainable towns across Cheshire East to increase jobs directly related to the Visitor Economy by around 1271 over the same period.

### **Build on our historic linkages & location, historic towns & Cheshire's Peak District to develop distinctive 'brands' & offers across Cheshire East & the sub-region, through coordinated marketing activity.**

- A joint plan has been developed with Visit Peak District to engage effectively with the Visit England brand strategy, and position Cheshire's Peak District as a key visitor destination within the Peak District offer.
- The Cheshire Peak District Website has been redeveloped to improve functionality and has new features and a new look.
- Provided PR and marketing support for the Bollington Walking Festival 2011. Evidence showed that attendees from 2010 returned to Bollington for a week long holiday throughout the duration of the 2011 festival.
- Organised the new Cheshire Peak District guide. Over 60,000 have been produced and distributed to key destinations across the North West.

**Support the development of key projects to enhance the tourism product.**

- Supported Tatton Park Vision including BeWILDerwood through promotion, planning application support and partnership development
- Supported Jodrell Bank through their planning application, partnership development and subsequent promotion of the new and improved visitor attraction.
- Supported new hotel developments, including Mere Country Club, Residence in Nantwich, Woodside Golf Club in Holmes Chapel and Alderley Edge Hotel & Spa through their planning application
- Supported Holland Nursery, Gawsworth and Wrenbury Fisheries with their planning applications to improve and add to the tourist accommodation for Cheshire East.
- Supported a Pizza Farm in High Leigh through their planning application which add's an unusual tourist attraction to Cheshire East.

**Promote and develop events throughout the year which celebrate the distinctive strengths and character of Cheshire East, contributing to its economy.**

- Given significant support to a number of high profile Cheshire East events including Cholmondeley Pageant of Power, RHS Flower Show and Nantwich Food Festival.
- Instigated staff offers for major Cheshire East businesses including Astra Zeneca, Manchester Airport, Pochins, Morning Foods and Macclesfield College; offering staff discounts off Cheshire East events.
- Ensuring we have a highly visible promotional presence at key Cheshire East events including the Cheshire Show, RHS Flower Show and the Nantwich Show.

**Make it easier for visitors to plan and book their trip, and to find the information they need to make the most of their stay, developing new approaches to visitor information provision.**

- Macclesfield Visitor Information Centre (VIC) has undergone a full refurbishment and rebrand as part of the wider economic rejuvenation of Macclesfield. With an emphasis on local events and attractions, the VIC showcases Cheshire East's visitor offer.
- Increased visitor numbers to Cheshire Market Towns website; with over 73k unique visitors since its launch in July 2010. It now receives

an average of 6k visitors per month, with a large proportion of repeat visits.

- Using social media to actively engage with audiences; gaining 2500 Twitter followers since Jan 2011, including notable followers Cheshire Life, BBC and Visit Britain.
- Improved the presence of our visitor information on relevant website's, including Trip Advisor and Wikipedia. Have also built relevant reciprocal links across the borough.

**Support the development of tourism infrastructure, an improved environment and a focus on customer service to ensure a quality visitor experience**

- VIC's were transferred from Customer Services to Visitor Economy in April 2011. Research was undertaken to determine usage, footfall and spending patterns, informing a revamp of the VICs to make them more attractive and increase profit. Sales have increased by over 30% this year, despite the national economic downturn.
- Working with library's to improve the provision of visitor information. This focused on improving the quality of information on offer, staff training and improved external signage and visual branding.
- Developed and implemented a borough wide visitor information project where numerous visitor touch points within our market towns have access to and showcase the best events and attractions in Cheshire East.

**Work with partners to encourage and facilitate business sector development in areas such as food, equestrian, accommodation, attractions development, skills training & visitor welcome.**

- Organised a number of Welcome Courses aimed at local businesses and service providers that regularly come into contact with visitors. The courses seek to improve local tourism knowledge and ensure that people are promoting Cheshire East with pride, passion and enthusiasm. Over 200 delegates have now attended, with courses developed for taxi drivers, hoteliers, library staff and Cheshire East staff.

**Ensure Visitor Economy needs & opportunities are taken into account as part of regeneration projects & decisions relating to planning, transport, public realm, events, culture and countryside/greenspace.**

- Visitor Economy has a strong presence within the Sustainable Towns Agenda; Make it Macclesfield, All Change for Crewe, Local transport Plan, Public Rights of Way and events throughout Cheshire East. An example of how this is working is the new VIC in Macclesfield that was integral to the development of the town and incorporates the values of the Make it Macclesfield brand along with close ties to local producers

## Appendix 2

### Changes in STEAM Data Explained

STEAM (Scarborough Tourism Economic Activity Monitor) is recognised, nationally and internationally, as a research programme which aims to measure the impact of tourism from both staying, and day visitors in terms of the following:

- Tourist expenditure
- Employment
- Tourist numbers and days
- Traffic generated by tourists

There was a report for 2009 using the new tourist northwest visitor survey data - this report included 2008 figures using the same information. For comparison, the original £653.076m Total Economic Impact figure for 2008 became £552.281m using the northwest visitor survey data. This data has been implemented nationally.

Tourist days were adjusted from 18.214m (old) downward to 13.282m (new). This was largely due to revised estimates of tourist day visitor numbers (arising from the visitor survey) (accounting for a change of -4.7m tourist days) but better data on accommodation stock led to a further change of -211k tourist days in the staying visitor estimates.

#### ***Projecting forward from the revised 2008 total of £552m by 2.8% a year:***

		2008	2009	2010	2011	2012	2013	2014	2015
	Base	+	+	+	+	+	+	+	+
Total Economic Impact		2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%
New Data - Following North West Visitor Survey	2008	2009	2010	2011	2012	2013	2014	2015	2016
Total in millions (£m)	552	567	583	599	616	634	651	670	688

## Appendix 3

### Promoting to Visitors

The Visitor Economy team set up a project to support small marketing campaigns, promotional projects or tourism infrastructure, where it could be demonstrated that there will be a net benefit to the local area's visitor

economy. The projects were to be delivered by a promotional or tourism partnership/organisation related to a town or local area.

The objectives of the projects were to encourage people to spend locally; raise the tourism profile of the area; support the visitor economy strategy for Cheshire East and boost business confidence. Applicants would demonstrate their ability to take advantage of an area's tourism potential, aid local economic recovery and support Cheshire East's visitor economy strategy priorities.

There were a total of 7 different projects included in the umbrella of Promoting to Visitors Project. These were:

- All About Alsager
- Audlem
- Bearmania
- Disley Well Dressing
- Historic Macclesfield
- Visit Knutsford
- Taste of Middlewich

Cheshire East Council made an investment of £18,000 into these projects. For a relatively small investment the projects collectively resulted in:

- A significant promotional and marketing campaign which reached millions of people, including coverage in the national media
- Substantial increases in visitor footfall in each town
- Some local businesses reported huge increases in trade and footfall
- Excellent positive social impact through the development and continuation of community groups engaging with each other for the benefit of the local community – all contributing to the Big Society agenda

Some key facts and figures to illustrate this are:

- Over 40,000 different pieces of print produced and distributed across all projects – a positive force in raising brand awareness of the towns and Cheshire East in general to a wider audience
- Combined visitor and/or user footfall figures of 65,000 with some venues reporting huge increases in footfall (e.g. Congleton Museum reported a 700% increase in footfall)
- The Ford Dealership manager from Congleton stated in the Financial Times that the Bear by their showroom was his best salesman
- Over 76,000 were reached via digital marketing (websites, e-newsletters, social media etc)
- The Historic Macclesfield Project alone had an audience reach of over 13.1 million with a total media value of £89,675. The true reach is likely to be far in excess of this for the project at a macro-level
- Although it cannot be directly attributed to the success of each individual project there has been positive data reported across



participating towns in the Cheshire East Market Town Benchmarking Report 2012 (e.g. across many of the participating towns there are less vacant units in 2011 than there were in 2010)

The real figure for media reach is likely to be significantly higher than this but data has not been captured

If you would like the full copy of the evaluation report; this can be supplied by the Visitor Economy department.

### **Appendix 4**

#### **Visitor Economy Fact Sheet – ‘Did you know’**

**Film locations** – We are now actively marketing Cheshire East as a Film Friendly location and in the past 18 months we have welcomed a number of film and TV productions including The Body Farm (BBC) – 6 part BBC1 Crime drama following Dr Eve Lockhart, one of the UK’s leading forensic pathologists and her team of scientists at their state of the art forensic research facility. The production located their state of the art research facility at High Lees Farm in Macclesfield and also shot key scenes at Arley Hall, Handforth Dean Retail Park (Wilmslow), Brook Farm (Macclesfield) and Club AZ (Alderley Park).

Recently, we welcomed Mrs Biggs (ITV Studios) - The drama is based around the life of Charmian, the ex-wife of the Great Train Robber, Ronald Biggs. The drama shot scenes at Golden Cross Farm (Macclesfield), Sandbach Farm (Henbury) and at Lower Peover.

We have also agreed to a new 6 part comedy drama for BBC entitled “Hebburn”, starring Vic Reeves. This will bring a payment of £5k into the Council as we will be charging for use of a redundant council building in Handforth.

In September BBC 2 will be filming Michael Portillo in his ‘Great British Railway Journey’s’ series. The filming will take place in and around Crewe and Congleton.

**Partnership working** - Visitor Economy input was given to the Economic Development Strategy, Rights of Way improvement plan and the developing Sustainable Tourism strategy of Peak District National Park. We have also developed strong and successful partnerships with a range of groups including Marketing Cheshire, Cheshire Peaks & Plains Tourist Association, South Cheshire Tourist Cluster, a number of Local Area Partnerships and a large number of market towns.

**Twitter** - Twitter connects Cheshire East’s Visitor Economy to potential visitors in real time to quickly share information with those interested in what is happening in and around Cheshire East. Twitter is a free service offering us easy and cost effective way to reach our audience. Currently we have over 2500 followers and growing of our Cheshire Market Towns Twitter account.

**Coronation Street** – Through building relationships with location directors, Visitor Economy managed to persuade Coronation Street to film a major wedding at Tatton Park; effectively showcasing Tatton to an audience of almost 20 million.

**Brown Signs** – The Visitor Economy is playing a vital part in delivering an up-to-date brown sign strategy for Nantwich.

**Best performing part of the sub-region** – With the latest STEAM figures in for the sub-region, Cheshire East is leading the way in boosting the economic value of the visitor economy to the region. Cheshire East's Visitor Economy increased by 6%, with Warrington increasing by 2% and Cheshire West staying stable.

## Appendix 5

### Current trends

Trip volumes increased in the UK in December 2011 compared to December 2010, particularly for holidays and visits to friends and relatives (VFR).

In 2011, trips, bed nights and expenditure increased for all trip purposes. Business trips saw the greatest increase, while expenditure on these trips increased by 21%. VFR trips increased by 10% and holidays increased by 7%, while expenditure for both increased by 13%.

During the year, trip volumes in Great Britain increased for all age groups, social grades and household types. However, they increased particularly among higher age groups (35+), the higher social grades (AB and C1) and among those without children

Most types of accommodation benefited from the increase in trip volumes; this was particularly the case for hotels/guest houses and self-catering accommodation.

All English regions saw an increase in trip volumes in 2011 except London.

'Switchers' took at least one holiday in England that directly replaced a holiday they would have taken abroad. Extras' took more domestic holidays than they had done previously. Together, these groups ('Staycationers') drove the uplift in domestic holidays and saw 5% more domestic holidays in England than in 2010. 2012 holidays to England and abroad are likely to be similar to 2011 (although predictions indicate a 4% rise for England holidays vs 2011) Once through the recession, half feel likely to take more UK holiday than they used to, particularly those who took Staycations in 2011.

## **CHESHIRE EAST COUNCIL**

### **REPORT TO: SCRUTINY COMMITTEE**

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**Date of Meeting: 18 September 2012**

**Report of: John Nicholson, Strategic Director, Places and Organisational Capacity**

**Subject/Title: Alfresco Policy - Progress Update**

**Portfolio Holder: Councillor Rod Menlove**

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#### **1.0 Report Summary**

- 1.1 The Alfresco policy was launched in the Borough in March 2011.
- 1.2 The commercial benefits of Alfresco are well recognised by the sector, with large “chain” type companies incorporating such areas into their standard operating models with smaller independent retailers actively pursuing a similar approach.
- 1.3 This paper is seeking to obtain member views on progress made and for members to consider/comment on feedback received from retailers associated with the current charging structure.

#### **2.0 Recommendation**

- 2.1 That members note the progress made since the introduction of the Alfresco Policy.
- 2.2 That members support the proposed revised charging regime.

#### **3.0 Reasons for Recommendations**

- 3.1 Regulation of alfresco areas is necessary to ensure that areas remain attractive and that any designated areas are managed in a way that does not create an obstruction for highway users.
- 3.2 Feedback received from traders since the policy was introduced suggests that the current charging regime does not reflect the needs of all traders and in some cases is prohibitive to business growth. A revised charging regime based upon feedback received from traders will hopefully address their concerns and make the scheme more

attractive to all businesses that intend to take advantage of Alfresco trading opportunities.

#### **4.0 Wards Affected**

4.1 All wards.

#### **5.0 Local Ward Members**

5.1 All

#### **6.0 Policy Implications (including carbon reduction and health)**

6.1 There are no wider policy implications arising from the modification of the Afresco policy.

#### **7.0 Financial Implications (As per previous reports)**

7.1 A Cabinet meeting held last year requested that the current fees associated with licensing alfresco seating on the highway be amended and further reviews undertaken following feedback from traders. The Council has been working hard to support the future prosperity of all its town centres with schemes such as the "Love Local Life" and is committed to continually review its policies and fees, outlined below:

- a) Original Fee:- Seating up to four persons £150 initial licence and £100 annual renewal Seating greater than four persons £550 initial licence and £330 annual renewal
- b) Current Fee:- Seating up to six persons £100 initial licence and on each annual renewal Seating greater than six persons £550 initial licence and £330 annual renewal.
- c) Proposed further amendments:– Figures in brackets denote year one fees only and allow the authority to recover the additional costs associated with setting up of the licence.

Operating for	Less than 6 seats	7-12 seats	More than 12 seats
Less than 6 months	£50 (£100)	£100 (£200)	£200 (£400)
More than 6 months	£100 (£150)	£200 (£300)	£330 (£550)

7.2 The review cycle enables the Council to monitor the pavement cafés and either introduce additional conditions or not to renew a licence should there be any negative impact from the facility. The applicant

would also be liable for any charges the Council levies with respect to planning approval, listed building consent and premises licence.

## **8.0 Legal Implications (Authorised by the Borough Solicitor)**

- 8.1 It is an offence to deposit items on the highway without authorisation and the Council is empowered to prosecute offenders under the Highways Act 1980 and the Town Police Clauses Act 1847. Other powers are available under the common law. Strictly, anything located on the highway, which is not authorised by law, is capable of amounting to an obstruction. This applies to both permanent and temporary features. As a result, the scope of these sections has been extended to encompass related matters such as 'alfresco' refreshment areas.
- 8.2 Under Part VII A of the Highways Act 1980 the Council has the power to licence the placing of items and amenities on certain types of highway, which includes footpaths, footways, pedestrian areas and other highway where vehicular traffic is prohibited. In some cases, the consent of the frontagers is required and special considerations apply in respect of a walkway.
- 8.3 The Council has the power to impose such terms and conditions in the licence as it thinks fit, including a requirement to indemnify the Council in respect of the placing/retention of the item on the highway. In respect of fees, if the Council is the owner of the soil beneath the highway it can impose such reasonable charges as it may determine. Where the Council is not the owner of the soil beneath the highway, it can only require the payment of such charges as will reimburse the council for its reasonable expenses in connection with granting the licence. Prior to granting a licence the Council is required to post notices on the street, serve notice on the owner and occupier of any premises appearing to the council to be likely to be materially affected and undertake consultation. The licence must not be granted until the Council has taken into consideration all representations made to it in connection with the proposal within the period specified in the notice.
- 8.4 If it appears to the Council that the licensee has committed any breach of the terms of the licence, it may serve a notice on him requiring him to take such steps to remedy the breach as are specified in the notice within such time as is so specified. If the person fails to comply with the notice, the Council may take the steps itself and any expenses incurred, together with interest may be recovered from the person on whom the notice was served.
- 8.5 The advantage of entering into a licence with each individual person or business is that the Council can ensure compliance with the terms and conditions of the licence. Without a licence, the Council can only set down guidelines and then take enforcement action where appropriate.

- 8.6 Requiring a licence will also allow the Council to ensure that the businesses have the necessary public liability insurance in place, particularly on an annual basis. Public liability insurance should be in place for any business, but it ensures there are sufficient funds available in the event that a claim is made against the Council, as highway authority, for any accidents or loss caused by the presence of the tables and chairs on the highway. In such circumstances, the Council will look to rely upon the indemnity, backed by the insurance policy. This will not prevent any injured person from naming the Council as a defendant in proceedings (in addition to the business owner), as an injured person may make claims against several defendants if they believe they are responsible, but it will avoid the Council from having to pay, from its own pocket, any costs and damages awarded in the event of a claim. Without a licence, the Council would face increased costs in insisting on public liability insurance being in place. It could insist on the policy being in place by seeking to remove the table and chairs as obstructions unless proof of a policy is provided, but this is more onerous on the Council and would add considerably to the Council's costs of enforcement.
- 8.7 Section 115F of the Highways Act 1980 specifically mentions the highway authority's power to seek an indemnity, thus, it was considered appropriate and reasonable by the drafters of the Act's provisions that authorities should be able to obtain an indemnity when granting a licence under this Part of the Act. In the absence of an indemnity or any court placing the entire responsibility for a claim with the business, the Council would have to pursue the individual owner, establishing that they are responsible and recover any costs incurred from them. Legal costs would be incurred in doing so, which may not be recoverable. Pursuing the business for such costs assumes that the business/sole trader has sufficient funds to make it worth pursuing. Without the indemnity and public liability policy being in place the Council is risking, in legal proceedings, having to pay the whole or part of the claimant's and its own legal costs in defending a claim plus any damages awarded in the event of a successful claim.

## **9.0 Risk Management**

- 9.1 The risk of not implementing this policy is that when we take a case to court we have no formal policy to back up the action being taken.
- 9.2 All responsible premises should carry public liability insurance and therefore seeking an amendment to the policy to cover the presence of tables and chairs on the highway as a part of their business enterprise is not an onerous request. It is standard practice and reasonable for the Council to seek such insurance and to check the policy is in place across all of its dealings with businesses in such circumstances. The Council's insurers would expect the Council to act prudently in its activities, part of which is ensuring businesses have public liability insurance in place when their proposed actions affect either the

highway or Council premises. Having contacted the Council's insurers, they have stated they would expect every business to have their own public liability insurance in place in any event which should cover this and it would be very concerned if the business did not have such insurance for its operations generally as that business is dealing with the public.

- 9.3 On a general note, if the business concerned did not have public liability insurance and there was a successful claim against the Council, the Council has to meet the first £50,000 of each individual claim. It is not considered reasonable for the Council to have to bear such risk or costs when it is the responsibility of the business owner to obtain public liability insurance for activities relating to its own enterprise.

## 10.0 Background and Options

- 10.1 The original policy was introduced to allow for the regulation of the growing number of Alfresco type facilities that were being deployed across the Borough.
- 10.2 Across the country national operators, Costa, Starbucks etc., use alfresco areas as a part of their normal operating model. These areas generate significant revenues for the companies involved.
- 10.3 A number of small businesses expressed concern regarding the charging structure, this resulted in a number of meetings where their concerns were aired. A revised charging structure has been proposed as a consequence.
- 10.4 Options  
Alfresco areas are recognised as “trade boosters”, alerting the public that a business is open for trade, providing additional seating areas and providing an area where customers who smoke can smoke. On warm sunny days these areas are popular and add to the ambience of the street scene.  
Regulation, in some form or other, is required to ensure that appropriate standards are met, both from the perspective of the highway authority and the planning authority. The cost of any regulation must be met by those enjoying the benefit, hence the need to charge for the licence.  
It is acknowledged that larger businesses enjoy a greater benefit from the facility and also that they are more likely to operate such facilities all year round. The following charging structure is therefore proposed:

Operating for	Less than 6 seat	7-12 seats	More than 12 seats
Less than 6 months	£50 (£100)	£100 (£200)	£200 (£400)

More than 6 months	£100 (£150)	£200 (£300)	£330 (£550)
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Figures in brackets denote year one fees only and allow the authority to recover the additional costs associated with setting up of the licence.

At this time no consideration has been given to the erection of permanent structures on the highway. A number of sites currently exist (predominantly in Alderley Edge) where the areas have been defined using decking type structures. Enforcement action is to be taken to ensure that any unauthorised structure is removed.

### 10.3 Next steps

The authority is now generally well placed with the large operators and needs to continue to work with them to deliver the necessary planning permissions for their activities.

It is now necessary to continue the work with the smaller operators to establish a quality street scene environment that encourages residents and visitors alike to contribute to the developing local economy.

### 11.0 Access to Information

Any background information relating to this report can be obtained from the report writer:

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Tel No:	01270 858786
Email:	mark.averill@cheshireeasthighways.org



# **CESHIRE EAST COUNCIL**

## **REPORT TO: Environment and Prosperity Scrutiny Committee**

**Date of Meeting:** 18<sup>th</sup> September 2012  
**Report of:** Development Management and Building Control Manager  
**Subject/Title:** Planning Pre-Application Fees  
**Portfolio Holder:** Rachel Bailey

### **1.0 Report Summary**

- 1.1 This report looks at the Council's new pre-application planning system and updates Members about its progress.

### **2.0 Recommendation**

- 2.1 That Member's of the Committee note this reports content on the income generated and general positive reaction to the service.
- 2.2 That Members consider pre-application consultation standards being set up and that Council advice letters are not being sent out if inadequate consultation is carried out.
- 2.3 That the service be expanded to include other advice given in the Places Directorate.
- 2.4 That Planning Performance Agreements be more strongly promoted to encourage better performance on major application targets and provide guarantees of when applications will be delivered to Committee's.

### **3.0 Reasons for the Recommendation**

- 3.1 The Portfolio Holder has requested an update on the Council's new pre-application planning system introduced on 3<sup>rd</sup> October 2011 and first reported to this Committee in February 2012.

### **4.0 Wards Affected**

- 4.1 All

### **5.0 Local Ward Members**

- 5.1 All

### **6.0 Policy Implications**

- 6.1 None

### **7.0 Financial Implications**

- 7.1 None

### **8.0 Legal implications (authorised by the Borough Solicitor)**

- 8.1 None

## 9.0 Risk Management

9.1 N/A

## 10.0 Background

10.1. The Council introduced a pre-application charging system on 3<sup>rd</sup> October 2011. These charges were approved as part of the budget package for 2011/12.

10.2. The intention is to provide a much more structured and improved service for pre-application advice. The advantage to the customer is that they receive:

- Identification of all the planning issues raised by application.
- Identification of all the requirements needed to validate and process an application.
- Earlier decisions on applications.
- Higher level of certainty concerning the decision the Council will reach.
- Cost savings (no unnecessary applications / additional work).
- Reduced confrontation.
- More involvement of Stakeholders (formal consultation with statutory bodies, Town and Parish Council's, Members and residents).
- Providing the necessary time, within a co-operative climate, to negotiate changes to a proposal so the development can meet policy objectives and the expectations of the local community.

10.3 The benefit for the Council is that the users and people who benefit from the pre-application service start to contribute to the cost of providing it and that this cost does not fall as a general cost to the Council taxpayer.

10.4 It should be noted that the current statutory planning fees do not cover the cost of pre-application planning advice.

## 11.0 Current Fees

11.1. The sliding scale of fees the Council charges is as follows:

**Table 1: Current Pre-Application Charging Fees**

<b>Service Type</b>	<b>Cost</b>	<b>Description</b>
Duty Planning Officer	FREE	<b>Free for a single 30-minute session, booked on an appointment basis. It provides verbal advice only. It is available for any size scheme and is intended to provide initial guidance to applicants of all types.</b>
Householder	£100	This service is for proposals to extend or alter a single domestic property, which is not a listed building and will apply to extensions / outbuildings to houses.
Minor Operations	£200	<b>This service is for:</b> <ul style="list-style-type: none"> <li>• Residential schemes between 2-5 units.</li> <li>• Non-residential schemes up to 500 sqm.</li> <li>• Agricultural Buildings up to 540 sqm.</li> </ul>

		<ul style="list-style-type: none"> <li>• Glasshouses up to 465 sqm.</li> <li>• Plant and machinery.</li> <li>• Telecommunication Masts.</li> <li>• Car Parks.</li> <li>• Advertisements</li> <li>• Forestry Services</li> <li>• Demolition of Buildings</li> <li>• CLEUD's</li> <li>• Discharging of conditions</li> <li>• Trees</li> <li>• Non-material alterations</li> <li>• Minor-material alterations</li> <li>• Changes of use</li> <li>• Shopfront's</li> </ul>
Replacement Dwelling	£335	<b>This service reflects the complex nature of these types of applications, especially in green belt areas</b>
Medium-sized Developments	£700 + follow up fees	<b>For 'medium-sized' schemes (6-29 residential units, approximately 500-2999 sqm of development). It is not suitable for complex cases that raise significant planning concerns</b>
<b>Large Developments – the 'Development team'</b>	<b>£2000 initial meeting £1000 follow up</b>	<b>This service is designed for proposals that are more complex (30+ residential units, 3000 sqm+ of commercial floorspace). It involves one or more meetings with the process being project managed by a planning officer. Depending on the complexity and scale of the proposal, the team may comprise of officers from all parts of the Council. At the end of the process, the applicant will receive written advice from a senior officer.</b>

## 12. Fee income target

- 12.1. The Council has based its original projections on the income expected from the pre-application process on the number of applications received by Cheshire East in 2010-11 and on the experience of others who have implemented pre-application charging. We expected 7.8% of our applications to be submitted for pre-application purposes and a first year income of £75k.
- 12.2. However, the take-up has been just over 10% of all applications for the first 11 months of the schemes existence (3<sup>rd</sup> October 2011 - 31<sup>st</sup> August 2012). This has resulted in the following income:

**Table 2: Fee Income – 3<sup>rd</sup> October 2011-31<sup>st</sup> August 2012**

Type of Application	Number of pre-apps	Fee Income (£)
Householder	51	5100
Minor Operations	153	30 600

<b>Replacement Dwelling</b>	56	18 760
<b>Pre-application Service</b>	52	38 400
<b>Development Team Service</b>	36	63 000
<b>Total</b>	<b>348</b>	<b>155 860</b>

- 12.3. Overall, the Council are over £80k over target for the year, with one month to go.
- 12.4. These figures appear to show proof that the system has been a great success in terms of its take-up. Combined with the consequences of implementing this service, these being:
- A more positive interaction with the Council staff across the board (i.e. with staff beyond the planning department, as well as with planning).
  - More timely and disciplined responses to enquiries.
  - Applicants finding the responses they have received are more useful than previously.

Officers believe that the system overall has been a significant success.

- 12.5. Nevertheless, at a time when the planning system is being encouraged to promote economic growth, it is important that charges are not seen as an impediment to development. The charging regime therefore requires careful operation – and regular review – to ensure we are not over burdening development.
- 12.6. However, it should be noted that the governments own figures show that pre-application charges are no more than 0.2% of the total cost of a development anywhere in the country and significantly less than this in major schemes . Moreover, our own figures show it costs no more than 0.1% in Cheshire East.
- 12.7. In view of these facts, we do not consider that the Council can be charged with stifling development because of pre-applciation charging.

### 13. Issues

- 13.1 Nevertheless, Officers believe work still needs to be done on:

- Increased public and Member engagement;
- Increasing the scope of the service across the Places Directorate
- Promoting Planning Performance Agreements

to improve the service further.

#### Increased Engagement

- 13.2 At present our pre-application advice to applicants states:

#### ***INVOLVING THE LOCAL COMMUNITY***

- 8.6. *With your agreement, we will also seek to ensure that parish and town councils, the local community, as well as local community groups, are involved. We believe it is*

*important to include local communities early in the process. In our experience, objections are often based on a lack of information or a fear of the unknown. This process should help to reduce those risks. We will also offer guidance on how you should carry out your own consultation processes to complement that of the Council's, so that you can be satisfied that your responses are robust, have reached the same people that the Council would consult, and have included hard to reach communities.*

### **THE ROLE OF COUNCILLORS**

*8.7 Given that major applications will be determined at Strategic Planning Board or Northern or Southern Planning committees, it is beneficial that Councillors are introduced to proposals early in the process so that they have an understanding of them. However, due to probity issues, the involvement of councillors must be handled carefully. The case officer will arrange for Councillors to be part of the pre-application consultation process at the appropriate time. This will generally be combined with community consultation by the developer or via a Members Briefing Session*

13.3 Applicants have acknowledged that there has been some resistance to the above in the development community. This has resulted in unsatisfactory engagement with Members and local communities in some instances and a feeling amongst the public that pre-application consultation was not sufficient or a worthwhile exercise. However, Officers feel that the advent of the Localism Act can change this.

13.4 The Act has a duty to engage with communities, do realistic consultation and have regard to its results in relation to significant applications. Therefore, Officers feel that this is an ideal time to push forward with a more formal engagement / consultation strategy than the 'light touch' version previously referred to. This would involve:

- The setting of standards for the type of consultation needed for different types of application (similar to the statement of community involvement we have for planning applications)
- A refusal to issue Council advice letters until proper consultation has been undertaken.

all with the aim of getting the community more involved in applications earlier.

13.5 Should the Members feel this is the right approach, Officers propose to move forward with the above for a 1<sup>st</sup> April 2013 implementation.

### **Expanding the Service**

13.6. The take-up on the pre-application advice service is all the more positive in view of the fact that there is still some evidence of other sections of the Council are giving out 'free advice' on development issues. In part, this is because some policy, assets, regeneration and housing advice often starts out as very general, Borough or area advice, but soon can get site specific about a particular proposal, on a particular site very quickly.

13.7. Nevertheless, this type of advice is still very valuable to developers and helps them make reasoned decisions on where to build and which sites to develop on. Moreover, this type of advice does take significant officer time away from their 'core' roles and provides advice they are not currently paid for. Therefore, this valuable advice for developers is ultimately provided at the cost to the general council tax payer, rather than being paid for by those who can gain from the advice.

- 13.8. In these circumstances, it is recommended that the service be expended to include other services in the Places Directorate by January 2013.

Planning Performance Agreements (PPA)

- 13.9. For complex, major developments, where it is likely to take longer than the statutory period to determine them, the Council offer to negotiate with applicants a Planning Performance Agreement (PPA). This is an agreement between the Council and the applicant that sets a realistic timescale for processing and determining the application. This gives sufficient time for the Council to deal with these complex applications, but also provides more certainty to the applicant as to when a decision is likely to be made. These agreements are strongly encouraged by government and Council.
- 13.10. Their importance to a local authority is that they take large applications out of LPA performance monitoring targets, providing they keep to the promises made by CEC.
- 13.11. Unfortunately, the take up on such agreements has been low from Cheshire East developers – somewhat surprising in view of the fact that they guarantee delivery of an application to a specific Committee and production of a legal agreement within a set timetable.
- 13.12. The result of this has been that large major applications have little chance of meeting the 13-week target deadline and this has subsequently affected the Council's performance for major applications. Whilst the Council is currently just 2% short of its and the national 'major' performance target (58% of our major applications are completed on time, as opposed to the 60% target), if larger cases were subject to PPA's, we would easily surpass the targets set by CEC and the DCLG.
- 13.13. In these circumstances, it is considered that PPA's should be promoted more strongly to give developers more certainty and standards when major applications will be delivered and improve the Council's major application performance target.

## **CHESHIRE EAST COUNCIL**

### **REPORT TO: Environment and Prosperity Scrutiny Committee**

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**Date of Meeting:** 18<sup>th</sup> September 2012  
**Report of:** Strategic Director, Places and Organisational Capacity  
**Subject/Title:** Financial Support for Public Transport  
**Portfolio Holder:** Cllr Rod Menlove

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#### **1.0 Report Summary**

- 1.1 The council is contemplating reductions in financial support for public transport subsidies. The Committee has requested the ability to comment on and provide recommendations to the Cabinet prior to final decisions being taken.
- 1.2 At its meeting on 8 August 2012, the Committee requested that the report to Cabinet – with associated recommendations – be presented at a future meeting. That draft Cabinet report and appendices is attached.

#### **2.0 Decision Requested**

The committee is requested to:

- 2.1 Consider the draft report to Cabinet,
- 2.2 Consider formal recommendations or comments that they would wish to be included in the report prior to submission to Cabinet.

#### **3.0 Reasons for Recommendations**

- 3.1 To allow opportunity for overview of the proposed changes.

#### **4.0 Wards Affected**

- 4.1 All

#### **5.0 Local Ward Members**

- 5.1 All

#### **6.0 Policy Implications including – Carbon Reduction – Health**

6.1 As per attached draft Cabinet report.

**7.0 Financial Implications (Authorised by the Borough Treasurer)**

7.1 As per attached draft Cabinet report.

**8.0 Legal Implications (Authorised by the Borough Solicitor)**

8.1 As per attached draft Cabinet report.

**9.0 Risk Management**

9.1 As per attached draft Cabinet report.

**10.0 Background and Options**

10.1 The committee has previously considered the high level outcomes of the recent consultation on public transport support. All responses have now been analysed and considered. The draft report to Cabinet contains the detailed recommendations for consideration, along with more information on consultation responses.

10.2 The committee is invited to consider the draft report, and if considered appropriate comment on or make recommendations for inclusion in the report to Cabinet.

**11.0 Access to Information**

The background papers relating to this report can be inspected by contacting the report writer:

Name: Chris Williams

Designation: Transport Manager

Tel No: 01244 973452

Email: [chris.williams@cheshireeast.gov.uk](mailto:chris.williams@cheshireeast.gov.uk)



# **CHESHIRE EAST COUNCIL**

## **DRAFT REPORT TO: Cabinet**

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**Date of Meeting:** XX XXX XXX  
**Report of:** Strategic Director, Places and Organisational Capacity  
**Subject/Title:** Financial Support for Public Transport  
**Portfolio Holder:** Cllr Rod Menlove

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### **1.0 Report Summary**

- 1.1 The Council currently spends £2.2m (net of income) supporting public transport in the Borough. The adopted Business Plan (2012-15) for Cheshire East Council anticipates a reduction of £0.5m in that support, subject to a full public consultation on the equality impacts. This report sets out a series of options for how best to meet the transport needs of local communities within the context of reduced budgets.
- 1.2 The proposals have been developed, informed and influenced by three key sources of evidence and assessment: 1) the Council's adopted public transport support criteria which fully reflect the key themes and aspirations contained within the Local Transport Plan; 2) passenger journey data provided by local bus operators; and 3) the results and analysis of the recent public consultation exercise and focus group discussion.
- 1.3 The report explores the potential to reduce the Council's financial support whilst minimising the impact on protected equality groups, particularly older and disabled people. Even with the anticipated budget reduction, the Council will still be committing to a substantial level of subsidy for public transport contracts as well as additional support for concessionary travel, infrastructure expenditure, publicity and information.

### **2.0 Decision Requested**

- 2.1 Endorse the planned investment of approximately £1.7m net per annum in continuing support for public transport contracts;
- 2.2 Agree the proposal to reduce or withdraw funding subsidies for bus services supported by Cheshire East Council in line with the schedule set out in Appendix 3, resulting in a reduction in gross expenditure of £736,000 per annum, in accordance with the timetable shown in Appendix 5 and the budget reallocations shown in paragraph 7.5;
- 2.3 Authorise the Transport Manager, in consultation with the Cabinet Member for Environmental Services, to make final adjustments to individual contract decisions and timings in negotiation with bus

operators, and seek to secure commercial operation of currently-subsidised routes;

- 2.4 Agree the formal establishment of a representative forum to engage on matters relating to flexible transport in particular, and older and disabled residents transport needs in general;
- 2.5 Agree the reinvestment of £150,000 per annum in the provision of flexible, demand responsive transport.

### **3.0 Reasons for Recommendations**

- 3.1 The proposals have been developed by merging three key sources of evidence which together provide a robust assessment of the impact. The Council's public transport support criteria (adopted in August 2011) provide a fair, transparent and accountable process to score and rank each current supported transport contract against objective criteria. The criteria reflect wider aspirations for the area contained within the Sustainable Community Strategy and the Corporate Plan. They are also directly linked to the Local Transport Plan, which set out the strategic priorities for transport in Cheshire East – to “create conditions for business growth” and “ensure a sustainable future”. The criteria utilise passenger journey data from local bus operators, such as the number of passenger journeys and proportion of concessionary pass holders to gauge the number and characteristics of those affected.
- 3.2 To look in closer detail at the impact of any changes at a local and individual level, a full and extensive consultation exercise was undertaken across the borough from 27 April until 22 June 2012. The consultation was followed by a focus group discussion with representatives of older and disabled people to assess the impact and potential mitigation measures. The results from the consultation have informed the Equality Impact Assessment (see Appendix 4watermark) to consider the impact of any changes on certain equality groups with protected characteristics, such as older people, people with disabilities, people with mobility or learning difficulties etc.
- 3.3 The council's adopted business plan for 2012-2015 anticipated a reduction of gross annual expenditure on public transport support of approximately £500,000, with reinvestment of approximately £100,000 a year into flexible, demand responsive transport. In the light of emerging financial pressures, it is considered appropriate that Cabinet considers a further reduction in support for public transport, with further reinvestment of part of the additional saving into demand responsive transport.

### **4.0 Wards Affected**

- 4.1 All

### **5.0 Local Ward Members**

- 5.1 All

**6.0 Policy Implications including – Carbon Reduction  
– Health**

- 6.1 The adopted criteria link directly to the Local Transport Plan and consider the impact on wider policy agendas including economic development, air quality and carbon reduction, which has associated health benefits. The criteria also consider a range of accessibility indicators with an aim to promote equality of access to local services. Finally, the revised criteria ensure the longer term financial sustainability of supported transport contracts.

**7.0 Financial Implications (Authorised by the Borough Treasurer)**

- 7.1 Central government traditionally provided specific funding pots (e.g. Rural Bus Subsidy Grant and Rural Bus Challenge Grant). Those grants have now been absorbed into the Council's Revenue Support Grant and this element of funding is largely unhypothecated. So long as a local authority has undertaken an assessment of unmet need under the Transport Act, it is a matter for members to decide how far they wish to meet those needs, taking into account the revenues available, and having in mind the duty to consider the economy, efficiency and effectiveness of provision. Local transport authorities are therefore free to decide the total budget that they wish to devote to supporting local transport services in the light of the assessment of transport need. Members must also have in mind the requirement to make budgetary decisions based on the need to ensure equality is promoted and inequality minimised as far as is reasonably practicable.
- 7.2 The Council's Business Plan (2012-15) anticipates a reduction of expenditure on local bus support of £0.5m, with a reinvestment of £0.1m in alternatives for those passengers most directly affected by any potential withdrawals of service. The changes that were envisaged in the recent public consultation are expected to lead to savings of approx £0.4m which is the agreed level of saving required. The Council also supports local flexible transport provision. The support for such demand responsive transport is largely constrained by the budget available.
- 7.3 In the light of emerging financial pressures facing the authority, and the process of identifying new and more cost-effective ways of supporting service delivery, budgets devoted to services are kept under constant review. Accordingly, it is appropriate for the Transport Service to recommend the scope for reductions in expenditure and for them to be considered by Cabinet. Upon consideration of the consultation feedback, and taking into account the financial resources available to the authority, it is now considered that overall annual support for public transport be reduced by approximately £0.75m, but a an increase in anticipated annual support for flexible, demand response transport of an additional £0.15m, resulting in a £0.6m net saving.
- 7.4 The current supported routes now recommended for withdrawal have impacts on budgets in both public transport and home to school transport terms. Some services recommended for withdrawal are used for the carriage of children entitled to transport at public expense. Allowance has been made for

alternative transport provision for such children, with around 398 children being entitled to transport at taxpayer expense.

- 7.5 The service has calculated the effects of the changes on the public transport and home to school budgets to be as follows:

	Current full year cost as at July 2012	If recommendations adopted – expected full year effect
Gross expenditure – public transport	£3.0m	£2.2m
Income from public transport – home to school transport recharge etc	(£0.8m)	-
Budget transfer – estimated additional contracted home to school transport	-	(£0.5m)
Net public transport expenditure	£2.2m	£1.7m

There is therefore a net saving to the public transport budget of approximately £0.5m, and a net saving to the home to school budget of approximately £0.3m. £0.15m of these savings are recommended for reinvestment into flexible, demand-responsive transport provision, resulting in a net overall saving of approximately £0.6m.

## 8.0 Legal Implications (Authorised by the Borough Solicitor)

- 8.1 The Transport Act (1985) imposes duties on and grants powers to local authorities to establish policies and carry out certain functions in relation to public transport.

### 8.2 Section 63, (1) states:

In each non-metropolitan county of England and Wales it shall be the duty of the county council — (a) to secure the provision of such public passenger transport services as the council consider it appropriate to secure to meet any public transport requirements within the county which would not in their view be met apart from any action taken by them for that purpose.

#### In addition:

A non-metropolitan county council in England and Wales or, in Scotland, a . . . council shall have power to take any measures that appear to them to be appropriate for the purpose of or in connection with promoting, so far as relates to their area —

(a) the availability of public passenger transport services other than subsidised services and the operation of such services, in conjunction with each other and with any available subsidised services, so as to meet any public transport requirements the council consider it appropriate to meet; or (b) the convenience of the public (including persons who are elderly or disabled) in

using all available public passenger transport services (whether subsidised or not).

Finally:

It shall be the duty of a county council or (as the case may be) of a regional or islands council, in exercising their power under subsection (6) above, to have regard to a combination of economy, efficiency and effectiveness. It shall be the duty of any council, in exercising or performing any of their functions under the preceding provisions of this section, to have regard to the transport needs of members of the public who are elderly or disabled and to the appropriate bus strategy.

- 8.3 The Council has previously adopted the Local Transport Plan, and associated bus support criteria, to ensure it discharges the statutory obligation to: firstly, establish policies; secondly, secure appropriate public transport to discharge these policies; finally, take into account the needs of members of the public who are elderly or disabled, and has due regard to economy, efficiency and effectiveness.
- 8.4 Under the Equality Act 2010, the Council is required to identify the impacts of any decisions, policies etc on certain protected groups to ensure equality is promoted, and inequality minimised. For example, there must be an assessment made of the impacts on groups or individuals who are disabled, who belong to ethnic or racial groups, on the grounds of age or sex discrimination etc. The results from the public consultation have informed the Equality Impact Assessment (EIA), which is, in turn, informing the proposals being recommended for consideration by Cabinet. The full Equality Impact Assessment is attached at Appendix 4.

### **9.0 Risk Management**

- 9.1 In recommending how best to achieve the savings identified in the Business Plan, there is a need to manage implementation carefully to minimise the reputational risk to the authority in withdrawing, or providing alternative ways of delivering, public transport services which are relatively low priority in comparison to other services. In addition, there are risks that reduced financial support for public transport may lead to threats to the viability of individual bus routes or indeed whole companies, especially in the light of changes to central government public transport grants. Finally, there are risks that the council may be challenged that it has not adequately discharged its statutory duties in respect of consultation or the level of support given to meeting local transport needs.

### **10.0 Background and Options**

- 10.1 Currently 85% - 90% of the bus network in Cheshire East is operated commercially and the remaining 10% - 15% is subsidised by the Council. Cheshire East Council currently spends £2.2m net of income on subsidising local bus services, which are not commercially viable but have previously been considered to be necessary to meet transport needs that would otherwise be

unmet. In addition, the Council provides £450k of funding to support flexible, demand responsive transport. Finally, the council spends an additional £3.95m on public transport support, such as through concessionary fares, infrastructure, information and publicity etc.

- 10.2 The statutory duties contained in the Transport Act for local transport authorities to support services which are deemed to meet transport needs that would otherwise be unmet does not include a clear definition of what this means in practice. There is a specific duty to identify the needs of older and disabled residents; such duty is also contained in the Equality Act, which imposes an overriding duty upon the authority to ensure that inequality is minimised and equality promoted through its policies and actions.
- 10.3 The Council currently adopts a variety of measures to try to promote equality and minimise inequality through its transport policies. For example, the Council spends around £450,000 a year on supporting flexible, demand responsive transport that is used mainly by older people, or by people with a disability such as blindness / partial sight, physical disability, infirmity etc. The public consultation exercise has been specifically designed so that a full understanding of older and disabled residents' needs is gained, and how well the Council's support is meeting those needs.

#### Local Transport Plan (2011-26)

- 10.4 Cheshire East's Local Transport Plan (LTP) is framed around the seven priorities of the Sustainable Community Strategy so that the role of transport in delivering the economic, environmental and social ambitions for the area is clearly understood. The LTP provides the strategic framework for transport in the borough and aims to shape investment in local highway and public transport networks over the next 15 years.
- 10.5 The LTP sets out the strategic priorities for transport in Cheshire East, which are to "create conditions for business growth" and "ensure a sustainable future". As part of the first implementation plan, new public transport support criteria were developed to prioritise investment in local public transport services in line with the overall strategic priorities for transport.

#### Public Transport Support Criteria

- 10.6 In August 2011, Cabinet adopted new locally determined support criteria, specific to Cheshire East, which provides a framework to guide decision-making on future investment in local bus, rail and community transport services financially supported by the Council. The criteria aim to provide a fair, transparent and accountable process to manage contracts within budget constraints, provide maximum value for money and support wider strategic considerations.
- 10.7 The criteria enable existing contracts to be tested against three main objectives listed below:
- **LTP Priority Themes** – Public transport has a role to play in "creating conditions for business growth" and "ensuring a sustainable future" by

supporting access to employment and economic regeneration, as well as encouraging modal shift towards greater use of public transport.

- **Accessibility** – It is important to consider the level of travel choice and alternative travel options available to avoid communities becoming socially isolated and excluded. Community consultation has identified a desire for improved integration between different modes of transport, particularly bus and rail services.
- **Financial Considerations** – The current financial challenges, which are expected to continue over the coming years, require the need to ensure maximum value for money. In addition, there is a statutory duty to consider the economy, efficiency and effectiveness of the supported network. Cost per passenger is an important factor to consider, as well as whether a service attracts external funding from other sources, the number of passengers using the service and the commercial potential.

10.8 The criteria have been translated into a scoring mechanism which ranks contracts in priority order ranging from “most meets strategic needs to “least meets strategic needs”. It then follows that when seeking greater value for money from the supported network, it is those contracts that score lower relative to other services that are considered first. The full list of contracts ranked in priority order to assess the relative ranking and hence priority attached to each service is included at Appendix 1.

10.9 Many of the services with lower scores which are considered “lower priority” are school day services that operate during term time only for children who live too close to school for children to be entitled to transport at taxpayer expense or are attending a school that is not the nearest suitable educational establishment.

#### Public Consultation & Focus Group

10.10 In order to gain an understanding of the impacts that reduced support and potential changes to “lower priority” services might have on public transport users, particularly older and disabled residents, the Council undertook an 8 week consultation between 27 April and 22 June 2012.

10.11 A questionnaire was constructed to record formal feedback and collect both quantitative and qualitative evidence. Both paper and electronic versions of the survey were available. Objective information (e.g. how often do you use a bus, which bus do you use etc) was captured, as well as more subjective data, such as a description of personal impact should subsidy be withdrawn from a particular route.

10.12 The consultation included a series of 10 consultation events held at various locations across the Borough. Officers from Cheshire East Transport were available to answer both generic questions (e.g. how to complete the questionnaire) and specific questions, such as the potential impact on

individual bus service users, and alternatives should subsidy be withdrawn. These sessions were held in a variety of locations and at different times of day to enable a reasonable opportunity for people to engage face-to-face on various transport issues.

- 10.13 Consultation material was made available in all libraries and customer contact centres. Direct email and postal information was sent to an extensive list of consultees, ranging from community groups and voluntary organisations to businesses and neighbouring authorities. Publicity was provided to bus companies to place on vehicles, parish council clerks were provided with information and the Council's website was used to prominently display and promote the consultation. Finally, the material was brought to the attention of all Cheshire East Council members. It is considered that this attempt to bring the consultation to the notice of as many people as possible has resulted in a reasonably high level of responses.
- 10.14 Following the consultation and the initial analysis of the results, it was decided to arrange a targeted focus group session with representatives of older people and disability groups (e.g. Age UK, Cheshire East 50+ Network, Disability Resource Exchange and Iris Vision Resource Centre). This provided an opportunity to explore the impacts of any changes on these protected equality groups and deepen our understanding of what measures may help mitigate adverse impacts.
- 10.15 The focus group session provided a highly valuable forum to discuss issues with representative groups and we recommend that this level of engagement continues on an ongoing basis, with appropriate Cheshire East Council Member involvement.

#### Consultation Results & Analysis

- 10.16 1,610 responses were received. It is important to note that a higher proportion of older residents, those with a limiting long term illness or disability, and those without access to a car took part in the consultation than found in the adult population of Cheshire East. This is to be expected, as it reflects the profile of bus users both in the borough and across the country.
- 10.17 A number of headline statistics from the overall survey results are listed below with a full report of the consultation results included as Appendix 2.
- Analysis shows a general distribution of respondents throughout Cheshire East
  - The majority of respondents are older people (60% are aged 65+)
  - 45% consider themselves to have a limiting long term illness or disability
  - 44% of respondents did not have access to a car within the household
  - More than two thirds of respondents use bus services at least once a week
  - The main journey purpose is for access to shops and services
  - Consultation feedback was received on the majority of supported bus services
  - Overall more than half of respondents said they would not use flexible transport



- 10.18 For these statistics to be meaningful in informing and influencing the proposals, it is important to analyse responses in relation to each individual bus service. This level of analysis reveals that the scale of impact in withdrawing subsidy can vary considerably, particularly when considering the needs of older and disabled people as protected equality groups.
- 10.19 Whilst all consultation responses for each currently supported service have been fully considered, the analysis of impacts by each individual bus service has focused on the contracts with lower scores against the Council's support criteria. These are considered lower priority relative to other services. Of these services, twenty-one are school day services which operate during term time and are predominantly "single-purpose" in providing access to school only.

#### Impact Assessment - School Day Local Bus Services

- 10.20 Cabinet have previously been advised of the relatively low strategic priority accorded to public transport support for "school day" public transport. The journeys supported by the Council provide access to school during term time only – generally providing one journey to school in the morning and a return journey in the afternoon. In school holidays these journeys are not available. There are few passengers other than schoolchildren; nevertheless, the equality impact on both the children and any other passengers affected should subsidy be withdrawn must be taken into account.
- 10.21 These services generally received low response rates – indeed eight services received no response or feedback from the public. Each of the consultation responses for these school-day services has been analysed in detail and a summary of the responses for each service is included as Appendix 3A. Those who would be most affected by the withdrawal of support for school day services are children who live too close to school to be entitled to transport at taxpayer expense, or are attending a school that is not the nearest suitable educational establishment. As such, there is no additional statutory requirement to consider their needs, other than in the context of the promotion of sustainable school travel. Any children who are travelling on these public bus services and are eligible for transport assistance under the Council's adopted Home to School Transport Policy would be found alternative travel arrangements by Cheshire East Transport. The financial impacts of this are set out in paragraphs 7.4 and 10.24.
- 10.22 The Council's support for public bus services which carry school children not eligible for home to school transport is a significant benefit – however, this level of provision is not available to all. There is currently inequity in the way school day public bus services are supported in some areas but not others, which is a result of historical arrangements and decisions prior to Local Government Reorganisation.
- 10.23 Upon detailed examination of consultation responses of users of these school day services, it is not considered that older and disabled people would be adversely affected by withdrawal support for school day services. There are very few non-student users, and for those people who do use the service for

general public transport purposes, demand responsive transport is considered to be a suitable alternative.

10.24 The reduction in recharge to Children's Services would be approximately £0.8m a year. Alternative provision for the 398 children entitled to transport at taxpayer expense is estimated to cost £0.5m a year. The net saving in terms of Children's Services is therefore around £0.3m a year.

10.25 It is therefore recommended that:

- all financial support for such services should now cease;
- that appropriate alternative provision be found for children entitled to transport under the Council's Home to School Transport Policy;
- that – in the interests of economy and efficiency – should it be found to be more cost effective to continue to support public transport than secure private hire transport – that Cheshire East Transport be authorised to depart from the policy to ensure the Council's statutory responsibilities for home to school transport are fulfilled.

#### Impact Assessment – General Local Bus Services

10.26 There are 20 other supported bus services which achieve the lowest score and ranking when measured against the council's adopted support criteria. These supported journeys are mainly evening journeys, Sunday journeys and other specific weekday journeys. A route by route assessment detailing the specifics of the Council's support for each service and the potential impact / outcome should subsidy be withdrawn is included at Appendix 3B.

10.27 Detailed analysis and consideration of consultation responses has taken place following the conclusion of the public consultation period. This has helped identify not only potential adverse consequences for older and disabled residents, but also valuable information on potential mitigation measures, such as use of demand responsive transport for essential journeys, timetabling changes etc.

10.28 Nevertheless, Cabinet are advised that there are likely to be adverse impacts should subsidies be reduced or withdrawn. It is important to point out that the duties imposed on the council by the Equality Act 2010 do not mean that a policy cannot be pursued or a decision reached which has adverse impacts – Cabinet are entitled to make such decisions where it is reasonable to do so, having taken into account the Equality Duty and in recognition of the impacts on protected groups. Cabinet must take into account the duties to:

- **eliminate unlawful discrimination**, harassment, victimisation and any other conduct prohibited by the Act;
- **advance equality of opportunity** between people who share a protected characteristic and people who do not share it; and
- **foster good relations** between people who share a protected characteristic and people who do not share it.

10.29 With these duties in mind, a detailed commentary on likely impacts and mitigation of adverse impacts is contained within Appendix 3B. Cabinet is asked to note that it is not inevitable that a withdrawal of subsidy from a particular contract will inevitably result in adverse impacts. For example, some routes have alternative bus services relatively close by that are suitable for many passengers needs. Changes to timetables – for example, migration from hourly to bi-hourly – may not have a substantial impact; nor minor route changes.

10.30 For many of the general public transport services that are currently supported, only part of the total route or timetable is supported. For example, service 85 Newcastle – Crewe service is operated commercially for the majority of the day, but the early morning journey is subsidised by the council. It is likely that withdrawal of subsidy may result in particular additional journey or journeys being withdrawn by the current contractor, but that the remainder of the service will operate largely unchanged.

10.31 Nevertheless, there are risks that withdrawals of subsidy may impact on elements of service that are not subsidised. There are, in fact, a range of possible responses to subsidy withdrawal that contractors may make, including:

- continuation of service unchanged C
- continuation of service, but with amended timetable or route to concentrate on most commercially viable aspects C
- operator amends other routes or timetables to partially retain service O
- operator withdraws route or journey that was previously subsidised O
- operator withdraws commercial as well as subsidised route O

It is therefore important that dialogue with operators is continued throughout the process of potential subsidy withdrawal so that their likely response is anticipated and planned for.

#### Flexible / demand responsive transport

10.32 For many older and disabled residents, demand responsive transport is not only appropriate for their travel needs, it can often be the main or only way their travel needs can be met. Conversely, for other public transport users, demand responsive transport is difficult to use or impossible – for example, it is not suitable for daily commuting purposes. Flexible transport is not therefore a panacea for all impacts that may result from reductions in public transport subsidy. It has a vital role to play for some users, a valuable role for many others, but is unsuitable for many more.

10.33 It is most relevant in addressing the needs of older (especially frail older) residents, and people with physical disabilities. It is therefore a key way of

addressing the council's equality duties should mainstream public transport services no longer exist if subsidy is withdrawn.

- 10.34 Further engagement with representative groups is taking place to shape the council's procurement of demand responsive services. Members should note that currently there is only limited usage of flexible transport by people other than older and disabled residents, and that there is significant potential to address issues such as evening and weekend transport for young people in particular.

### **11.0 Access to Information**

The background papers relating to this report can be inspected by contacting the report writer:

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Designation: Transport Manager

Tel No: 01244 973452

Email: [chris.williams@cheshireeast.gov.uk](mailto:chris.williams@cheshireeast.gov.uk)

Appendix 1 - Prioritisation of Current Subsidised Bus Routes

Service No.	Route Description	Journeys Supported by the Council	Contract Index out of 100	Recommendations
891	Middlewood - Poynton High School	Schooldays	23	Re co m m e n d e d  fo r  Wi th dr a w al of Su pp or
20	Crewe - Hanley	Sundays and Public Holidays	24	
K80	Congleton - Eaton Bank School	Schooldays	24*	
K95	Congleton - Eaton Bank School			
K96	Congleton - Eaton Bank School			
68	Coppenhall - St.Thomas More/St. Marys	Schooldays	26	
100	Middlewich - Northwich, St.Nicholas High	Schooldays	27	
K44	Weston - Shavington/Malbank Schools	Schooldays	27	
69	Bradfield Green - St.Thomas More/St. Mary's	Schooldays	28	
79	Rode Heath - Alsager	Schooldays	30	
95	Goostrey - Holmes Chapel	Schooldays	30	
78	Crewe - Malbank School	Schooldays	33	
77	Betley - Brine Leas	Schooldays	36	
K98	Park Lane - Congleton High	Schooldays	37	
71	Tytherington - Poynton High	Schooldays	37	
71	Aston/Wrenbury - Malbank/St.Thomas More	Schooldays	38	
K78	Mossley/Congleton - All Hallows	Schooldays	38	
63	Swanwick - Brine Leas/St.Annes/St.Thomas More	Schooldays	40	
E41	Lach Dennis - Holmes Chapel School	Schooldays	40	
737	Weston - Shavington/Crewe	Schooldays	41	
108	Leek - Macclesfield	Mondays to Fridays	42	
K79	Congleton - Macclesfield, All Hallows	Schooldays	43	
61	Audlem - Nantwich	Schooldays	44	
85	Newcastle - Madeley - Crewe	Mondays to Fridays (early journey)	51	
378	Stockport - Handforth - Wilmslow	Mondays to Saturdays (evenings)	52	
108	Ashbourne - Leek - Macclesfield	Fridays & Saturdays (evenings)	53	
130	Macclesfield - Manchester	Mondays to Saturdays (evenings)	53	
127	Chesterton - Crewe	Fridays	54	
44	Crewe - Shavington - Nantwich	Mondays to Saturdays (some journeys)	55	
45	Crewe - Marshfields - Nantwich	Mondays to Saturdays (some journeys)	55	
56	Tiverton - Nantwich	Tuesday / Thursday / Saturday	55*	
83	Bulkeley - Chester			
85	Newcastle - Madeley - Crewe	Mondays to Saturdays (evenings)	56	
391	Poynton - Stockport	Mondays to Saturdays	56	
5/6	Macclesfield - Weston Estate	Mondays to Fridays (evenings)	57	
130	Macclesfield - Manchester	Saturdays (early morning)	58	
84	Crewe - Nantwich - Chester	Mondays to Saturdays (evenings)	60	
378	Stockport - Handforth - Wilmslow	Sundays	61	
8	Crewe - Wistaston Green	Mondays to Saturdays (evenings)	62*	
15	Crewe - Sydney - Elm Drive			
45	Crewe - Marshfields			
9/10A	Macclefield - Moss Rose/Bollington	Mondays to Saturdays (evenings)	62	
390	Bramhall - Poynton - Stockport	Mondays to Saturdays	62	
9	Crewe - Rope Green	Mondays to Saturdays	63	
16	Crewe - Sydney	Mondays to Saturdays	63	
38	Crewe - Macclesfield	Sunday evenings	63	

300	Knutsford Town Service	Mondays to Saturdays and Evenings	64
5/6	Macclesfield - Weston Estate	Sundays	65
8	Crewe - Wistaston Green	Sundays	65*
15	Crewe - Sydney - Elm Drive		
45	Crewe - Marshfields		
11	Macclesfield - Bollington	Mondays to Saturdays	66
37	Crewe - Winsford	Mondays to Saturdays (evenings)	66
319	Sandbach - Holmes Chapel - Goostrey	Mondays to Fridays	66
14	Crewe - Elm Drive	Mondays to Saturdays	67*
45A	Crewe - Marshfield		
32	Sandbach - Crewe	Mondays to Saturdays	68
SB1	Sandbach - Cookesmere Lane	Mondays to Fridays	70*
SB2	Sandbach - Sandbach Heath		
SB3	Sandbach - Ettiley and Elworth		
38	Crewe - Macclesfield	Mondays to Saturdays (early & evening)	71
27	Macclesfield - Knutsford	Mondays to Saturdays	72
58	Bakewell - Buxton - Macclesfield	Mondays to Saturdays	72
77	Kidsgrove - Mow Cop - Congleton	Mondays to Fridays	72
315	Alsager - Congleton	Mondays to Saturdays	72*
321	Scholar Green - Newcastle		
6E	Shavington - Leighton Hospital	Mondays to Saturdays (evenings)	73
60	Disley - Macclesfield	Mondays to Saturdays	73*
64	Glossop - Macclesfield		
130	Macclesfield - Manchester	Sundays	73
200	Wilmslow - Manchester Airport	Mondays to Sundays	73
6	Shavington - Leighton Hospital	Sundays	74
19	Macclesfield - Prestbury	Mondays to Saturdays	75
47	Lower Peover - Knutsford - Warrington	Tuesdays & Fridays	75
88	Knutsford - Wilmslow - Altrincham	Mondays to Saturdays	76
39	Crewe - Nantwich, Crewe Flexirider	Mondays to Saturdays	77
392/3	Macclesfield - Poynton - Stockport	Mondays to Saturdays	78
73/75	Nantwich - Wrenbury - Whitchurch/Market Drayton	Mondays to Saturdays	81
14	Macclesfield - Langley	Mondays to Saturdays	83
73/73	Nantwich - Whitchurch	Mondays to Saturdays	83*
51/52/52A/53	Nantwich Town Services		
108	Ashbourne - Leek - Macclesfield	Mondays to Saturdays	83
289	Northwich - Knutsford - Altrincham	Mondays to Saturdays	92
42	Crewe - Middlewich - Congleton	Mondays to Saturdays	96*
78	Nantwich - Sandbach - Alsager - Rode Heath		

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\* For contract purposes these services are combined into a single contract and therefore it is not possible to allocate financial information separately

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£129,796
£61,513
£67,943
£175,865
£14,763
£43,458
£346,190



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30616	95327
10217	105544
13865	119409
19088	138497
13650	152147
13536	165683
30273	195956
35527	231483
40213	271696
38495	310191
1644	311835
13248	325083
703.8	325786.8
38887	364673.8
2025	366698.8
22306	389004.8
20903	409907.8
8047	417954.8
11085	429039.8
124262	553301.8
17875	571176.8
9068	580244.8
6268	586512.8
18545	605057.8
9908	614965.8
44404	659369.8
20486	679855.8
6092	685947.8
18387	704334.8
17895	722229.8
20414	742643.8
31302	773945.8
22861	796806.8
13065	809871.8
8778	818649.8
38952	857601.8
10096	867697.8
18400	886097.8
15209	901306.8
53327	954633.8
10229	964862.8
81497	1046360
142278	1188638
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10400	1237230

94639	1331869
17705	1349574
92737.36	1442311
33175	1475486
106593	1582079
7882	1589961
50431	1640392
10402	1650794
177356	1828150
81905	1910055
129796	2039851
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## Public Transport Consultation 2012

### Introduction

Cheshire East's Business Plan 2012-15 includes a saving of £500,000 in the support for local bus services. A consultation exercise was undertaken to obtain the views of the public, local businesses, and organisations such as Parish Councils and local interest groups. The consultation period was from 27 April to 22 June 2012 and feedback could be made through an online survey or by completing a paper questionnaire. Emails and letters received during the consultation period were also incorporated into this analysis. News of the consultation was distributed as widely as possible, and a number of public sessions were held to assist respondents.

A total of 1,610 questionnaires were received. Around a quarter were not fully completed, particularly questions about the respondent's characteristics; although this has not unduly hindered analysis, the statistical analysis must therefore be viewed with a degree of caution.

### Location of Respondents

Over 1,400 respondents provided their postcode so analysis showed the general distribution of respondents throughout Cheshire East. It is not surprising that residents in the more populated areas of the Authority produced most of consultation responses. Appendix A shows the full list of local areas in Cheshire East.

The highest proportion of responses from any one local area came from Bollington. Areas providing more than 5% of all responses were:

- Bollington – 183 (13.6%)
- Poynton – 136 (10.2%)
- Crewe – 115 (8.6%)
- Sandbach – 95 (7.1%)
- Alsager – 85 (6.4%)
- Macclesfield – 81 (6.1%).

Appendix B shows the list of responses from each local area.

It is not surprising that the more densely populated areas would produce a high proportion of responses. However some urban area did not provide as many responses as their population might suggest. These were:

- Wilmslow – 35 (2.6%)
- Holmes Chapel – 29 (2.2%)
- Middlewich – 24 (1.8%).

Several rural areas provided just one or nil responses. These included Arley, Ashley, Bickerton, Eaton, Mobberley, Morley, Bunbury, Mount Pleasant and Wheelock.

### Use of Supported Bus Services

The bus services included in the consultation are those that receive funding from the Council. They account for around 10% - 15% of all bus services and journeys in the borough.

The service from Macclesfield via Poynton to Stockport (route 392/3) was the service most frequently selected by respondents, followed closely by Macclesfield to Bollington (route 11). Respondents had been asked to select from a list of 80 services which ones they used currently. The top 30 most frequently selected services are shown in Table 1.

**Table 1: Top 30 Most Frequently Selected Services**

<b>Route No.</b>	<b>Service Area</b>	<b>Number of respondents</b>	<b>% of all respondents</b>
392/3	Macclesfield- Poynton- Stockport	222	13.8%
11	Macclesfield- Bollington	217	13.5%
391	Poynton- Stockport	184	11.4%
78	Nantwich- Sandbach- Alsager	167	10.4%
84	Crewe- Chester	140	8.7%
20	Crewe- Hanley	132	8.2%
38	Crewe- Macclesfield	114	7.1%
130	Macclesfield- Manchester	103	6.4%
42	Crewe- Middlewich- Congleton	92	5.7%
9/10A	Macclesfield- Moss Rose/Bollington	87	5.4%
27	Macclesfield- Knutsford	79	4.9%
37	Crewe- Winsford	79	4.9%
72/73	Nantwich- Whitchurch	74	4.6%
6	Shavington- Leighton Hospital	64	4.0%
319	Sandbach- Holmes Chapel- Goostrey	63	3.9%
315	Alsager- Congleton	61	3.8%
32	Sandbach- Crewe	58	3.6%
88	Knutsford- Wilmslow- Altrincham	58	3.6%
60	Disley- Macclesfield	50	3.1%
58	Bakewell- Buxton- Macclesfield	50	3.1%
39	Crewe- Nantwich	47	2.9%
6E	Shavington- Crewe- Leighton Hospital	44	2.7%
51	Nantwich- Cronkinson Oak-Delamere Road	41	2.5%
390	Bramhall- Poynton- Stockport	39	2.4%
378	Stockport- Handforth- Wilmslow	39	2.4%
44	Crewe- Shavington- Macclesfield	31	1.9%
300	Knutsford Town Service	30	1.9%
14	Crewe- Elm Drive	29	1.8%
64	Glossop- Macclesfield	28	1.7%
K80	Congleton area- Eaton Bank School	26	1.6%

Nine of the bus services were not selected by any of the respondents. These were:- 52A (Nantwich-Reaseheath); 56 (Tiverton-Nantwich); 63 (Swanwick-BrineLeas/St.Thomas More); 68 (Coppenhall-St.Thomas More/St.Marys); 69 (Bradfield Green- St.Thomas More/St.Marys); 71 (Aston/Wrenbury- BrineLeas/St.Thomas More); 83 (Bulkeley-Chester); E41 (Lach Dennis-Holmes Chapel School) and K44 (Weston\_Shaving/Malbank Schools).

Twenty of the bus services had responses from more than 6 local areas. A further 12 had responses from 5 or 6 areas. Service 38 (Crewe- Macclesfield) had the greatest number of responses from different local areas, 21.

### Frequency of Use of Services

When asked how regularly they used the bus services the most frequently mentioned response was '2-3 times per week', chosen by 30% of respondents. The full results were:

- Daily (16.4%)
- 2-3 times per week (30.2%)
- Weekly (22.6%)
- Monthly (16.1%)
- Infrequently (14.7%).

Over two-thirds of service users (69%) used bus services at least weekly.

Of the top 10 most frequently mentioned services, route 78 (Nantwich- Sandbach- Alsager) had the highest proportion using the service daily (20.7%). Nine of the top 30 most frequently mentioned services had over 80 per cent of users saying they travelled at least weekly. These were:

- 51 (Nantwich-Cronkinson Oak-Delamere Road) – 98%
- 14 (Crewe-Elm Drive) – 93%
- 300 (Knutsford Town) – 93%
- 37 (Crewe-Winsford) – 87%
- K80 (Congleton Area-Eaton Bank School) – 86%
- 319 (Sandbach-Holmes Chapel-Goostrey) – 85%
- 64 (Glossop-Macclesfield) – 84%
- 315 (Alsager-Congleton) and 11 (Macclesfield- Bollington) – both 81%.

Several services with smaller numbers of responses had the highest proportions using the service daily as Table 2 shows.

**Table 2: Less Used Services with Highest Proportions Using Service Daily**

Route No.	Service Area	% using service daily	Number of responses
71	Tytherrington- Poynton High School	100	2
K78	Mossley/Congleton- All Hallows	100	1
K95	Congleton Area- Eaton bank School	100	6
K98	Park Lane- Brine Leas	100	1
K96	Congleton Area- Eaton Bank School	83	6
15	Crewe- Sydney- Elm Drive	82	11
K98	Park Lane- Congleton High School	80	10

### Times Services Used

Over three quarters of bus service users travelled Monday to Friday off peak (78%) as Table 3 shows. Saturday daytime was the second most frequently mentioned travel time, selected by 42% of users. Least used was Sunday services.

**Table 3: Distribution of Time Travelled By Respondents and Total Number of Responses**

Travel Times	% of respondents	% of responses
Monday - Friday peak time	27.0	15.0
Monday - Friday off peak	78.1	43.3
Monday - Friday evening	13.2	7.3
Saturday daytime	41.7	23.1
Saturday evening	10.0	5.5
Sunday daytime	7.3	4.1
Sunday evening	3.1	1.7
Base for % *	2,707	4,885

\*Respondents had multiple choices on services and times travelled

The travel times of users of the top 10 most frequently used services by respondents followed the same pattern as for all services as Table 4 shows. Users travelling Monday-Friday off peak ranged from 84% for Service 392/3 to 70% for Service 38.

**Table 4: Main Travel Times for Top 10 Most Frequently Selected Services**

Service No.	Service Area	M-F peak %	M-F off peak %	M-F evening %	Sat. Daytime %	Respondents
392/3	Macclesfield- Poynton- Stockport	19	84	7	39	211
11	Macclesfield- Bollington	26	83	9	48	207
391	Poynton- Stockport	24	81	21	39	177
78	Nantwich- Sandbach- Alsager	24	82	6	39	161
84	Crewe- Chester	28	76	15	57	131
20	Crewe- Hanley	28	76	12	48	123
38	Crewe- Macclesfield	32	70	26	42	108
130	Macclesfield- Manchester	33	81	15	45	98
42	Crewe- Middlewich- Congleton	28	82	7	32	88
9/10A	Macclesfield- Moss Rose/Bollington	14	73	30	42	79

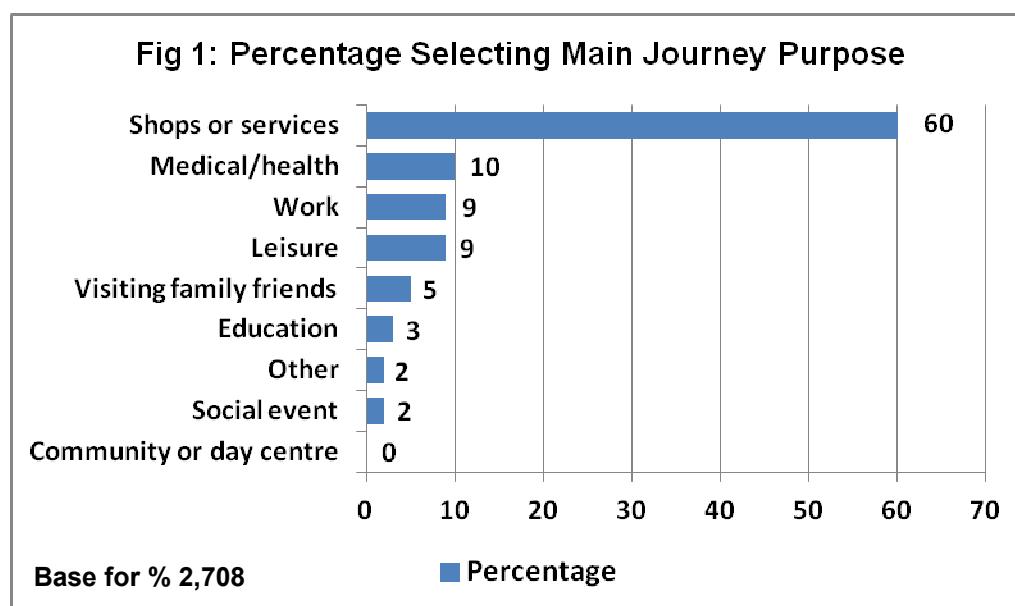
Some services had results that were significantly different to the average. These included:

- 300 (Knutsford Town) – 48% used service on Saturday evenings
- 5/6 (Macclesfield Estate) – 44% used service on Saturday evenings

- 378 (Stockport-Handforth-Wilmslow) – 38% used service on Sunday daytimes.

### Reasons for Travelling

The overwhelming main purpose of bus service journeys for all of the selected services was 'shops and services' amounting to 60% of all main journeys. 'Medical/health' (10%), 'work' (9%) and 'leisure' (9%) were the other main purposes. Figure 1 shows the results for all respondents. Respondents could comment on up to 3 separate services.



The main responses for the top ten most frequently mentioned services are shown in Table 5 below.

- Three quarters (74.4%) of users of service 11 (Macclesfield- Bollington) chose 'shops and services' as their main purpose
- Almost one-fifth (19.4%) of users of service 130 (Macclesfield- Manchester) used it to get to work
- Service 78 (Nantwich- Sandbach- Alsager) was used for medical/health visits (31.9%)
- Service 84 (Crewe- Chester) was used for leisure (20.6%).

**Table 5: Main Purpose of Journeys for Top 10 Most Frequently Selected Services**

Service No.	Service Area	Shops and services %	Work%	Medical /health %	Leisure %	Base for %
392/3	Macclesfield- Poynton- Stockport	65.4	8.5	8.5	8.1	211
11	Macclesfield- Bollington	74.4	10.1	5.3	3.9	207
391	Poynton- Stockport	61.4	10.2	8.0	10.8	176
78	Nantwich- Sandbach- Alsager	48.8	6.3	31.9	5.6	160

84	Crewe- Chester	61.1	6.1	2.3	20.6	131
20	Crewe- Hanley	66.4	6.4	14.4	6.8	125
38	Crewe- Macclesfield	49.5	17.8	4.7	11.2	107
130	Macclesfield- Manchester	41.8	19.4	13.3	14.3	98
42	Crewe- Middlewich- Congleton	52.8	14.6	16.9	4.5	89
9/10A	Macclesfield- Moss Rose/Bollington	51.9	11.4	10.1	12.7	79

Users were also asked for what other purposes they travelled by bus. Table 6 shows the responses for all reasons combined, as well as main and other purposes separately. 'Shops and services' (46%) and 'medical/health' (23%) continue to be the most frequent purposes for travelling when considering all reasons. 'Leisure' and 'visiting family and friends' were chosen by a higher proportion of users for other purposes and, overall, are greater than journeys to 'work' combined.

**Table 6: Proportion of Respondents Choosing Each Purpose When Using Bus Services**

<b>Purpose</b>	<b>All Purposes %</b>	<b>Main Purposes %</b>	<b>Other Purposes %</b>
Shops or Services	46	60	27
Medical/Health	23	10	42
Leisure	21	9	36
Visiting family and friends	16	5	30
Social event	11	2	23
Work	7	9	5
Other	5	2	10
Education	4	3	6
Community/day centre	1	0.1	2
Base for %	4,740	2,712	2,028

### **Impact of Changes in Services**

It was important to ascertain the views of users of the impact of any change in the services provided to them.

Users were asked to rate the significance of each of eight possible changes for their selected services from 0 (zero) having 'no impact' to 5 having 'high impact'. Three of the possible changes had over half of the service users stating it would have a 'high impact' on them. The rates of high impact were:

- Service replaced with Flexible Transport (56.1%)
- Service reduced to peak time only (53.6%)
- Number of days reduced (53.1%)

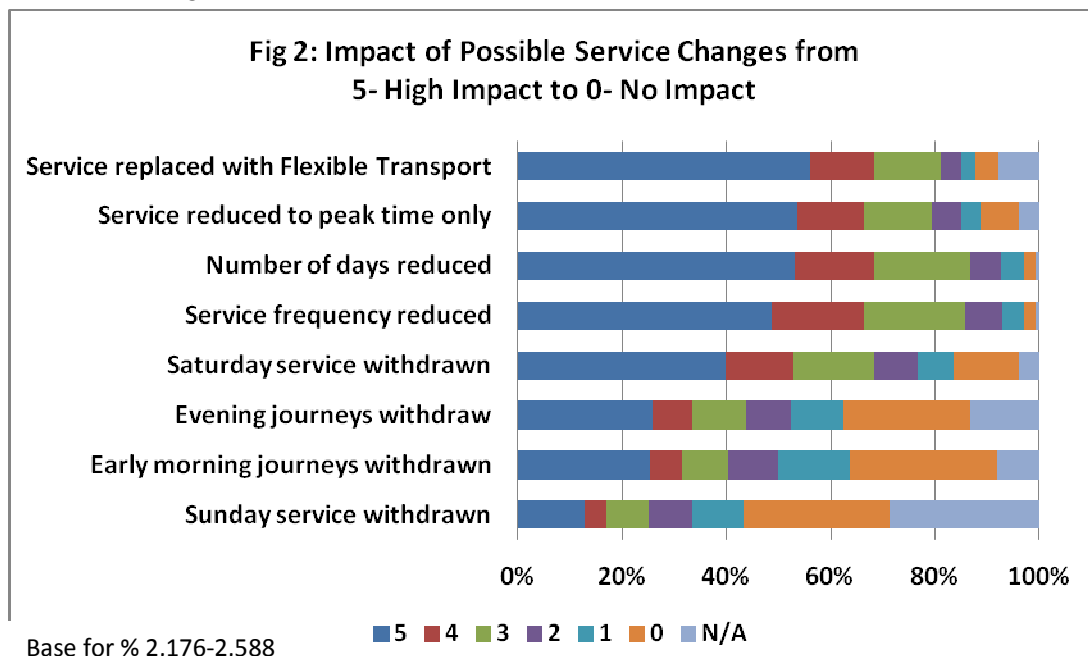


- Service frequency reduced (48.8%)
- Saturday service withdrawn (39.9%)
- Evening journeys withdraw (25.7%)
- Early morning journeys withdrawn (25.4%)
- Sunday service withdrawn (12.7%).

Figure 2 shows the range of impacts on each of the 8 timetable changes overall.

For some services there were significantly higher proportion of respondents saying loss or reduction in service would have a high impact on them. These included:

- Service 392/3 (Macclesfield- Poynton- Stockport) - evening services withdrawn (38%) and Sunday services withdrawn (26%)
- Service 78 (Nantwich- Sandbach- Alsager) – service frequency reduced (59%)
- Service 84 (Crewe- Chester) – Saturday service withdrawn (50%)
- Service 319 (Sandbach- Holmes Chapel- Goostrey) - service frequency reduced (71%)
- Number of days reduced – Service 300 (Knutsford Town Service) 85%, Service K80 (Congleton Area- Eaton bank School) 79%, Service 14 (Crewe- Elm Drive) 73%.



When given the opportunity almost 1,500 respondents wrote comments on the impact possible changes to bus services would have on them. Some comments dealt specifically with aspects of possible changes but many were concerned with stating the impact of any loss to existing services. The views of older respondents (55+) plus all those with a disability were compared with younger respondents. Table 7 shows the most frequently made comments.

**Table 7: Comments on High Impact of Service Changes**

Comments	Older 55+ and those with a disability	Younger
Needed for shops/services/social activities	25%	20%
Needed for hospital visits and early appointments	24%	5%
No car /needed for all travel	18%	19%
Badly affected by more limited service, poorer, less regular service would deter users, need convenient service	11%	3%
Bus is lifeline, would be isolated, must be regular service to be of use	10%	7%
Have health problems including mobility, walking	10%	1%
Needed to get to work	7%	41%
Needed to get to school/college/classes	1%	20%

A high proportion of younger respondents relied on bus services to get to their place of work, several mentioning that shift work meant that they needed to use early and late services. Older respondents used buses to access services with many mentioning they shopped regularly to avoid carrying heavy bags. There was concern, mainly among older respondents, about the difficulty in making medical appointments to fit in with bus services. A concern for many older respondents was that they would be isolated and that a regular bus service was their lifeline.

A few of the comments outlining concerns about reduced bus services are shown:

*Bus services are the only form of transport available - walking is not an option as it's over 1 mile to the village. I rely on this form of transport across all aspects of my life, without it I would be practically housebound.* Older resident using a least strategic service

*Semi disabled – can't drive - very reliant on local bus service for work, education, leisure. Train is not a practical option. Work at different times of day so need transport throughout the day. Ageing population surely means we need more public transport as often people have to stop driving due to health issues.* Younger resident using a least strategic service

*I use the bus regularly; it's a life line service. I don't drive any more due to poor eyesight. No alternative transport to use.* Older resident using a least strategic service

The views of older respondents using services that least meet strategic needs were not significantly different to the same groups using all other services.

## **Flexible Transport Services**

### **Introduction**

There is currently limited flexible transport provision across the borough. The Council supports some services, available primarily for residents with physical disabilities, across the borough. Nevertheless, coverage is not universal, and had not been reviewed or revised for some years. In April 2012, a pilot flexible transport service was launched in the north of the borough that is available to the general public, and in the south of the borough a temporary arrangement was introduced whilst the consultation process was undertaken. The purpose of both these types of services is to provide access to the nearest town for essential facilities and services, such as basic shopping needs, accessing healthcare and social facilities, banking and financial services, etc.

It is recognised that - should the proposals for reductions in subsidy for public transport be implemented - there may be adverse impacts on the ability of some residents to access local services. Whilst not a replacement for public transport, flexible transport services can meet some transport needs that otherwise would not be met. This is especially the case for residents who might have difficulty using public transport due to physical disability, do not have public transport available in the local area, or may need special assistance with occasional journeys (e.g. to and from health care appointments).

### **Travel Preferences**

When asked if flexible transport was introduced into their area which would be their preferred day to travel, there were no significant differences in the responses for any weekday travel. Responses ranged from Tuesday (8.8%) to Monday (6.7%). A smaller proportion chose Saturday (4.8%) or Sunday (2.4%). The greatest proportion (53.4%) said they would not use flexible transport as they did not consider it met their travel needs.

- Respondents from Bollington were significantly more likely to say that they would not use flexible transport (65%).

Respondents aged 75+ were more likely to say that they would use flexible transport (71%) and that they would prefer to travel during the week rather than at weekends. All of the holders of a concessionary pass under the National Concessionary Travel Scheme (ENCTS) who answered the question said they would use flexible transport.

Certain groups of users were significantly more likely to say they would not use flexible transport. These were:

- Men (66%) compared to women (45%)
- Able bodied people (60%) compared to users with a LLTI or disability (49%)
- Full time employed (81%) compared to retired (45%).

A total of 1,040 responses were received to this question.

## **Travel Times**

Respondents who had selected a particular day to travel by Flexible Transport were asked what time of day they would prefer to travel. 'Weekday off peak (09.30 to 1530)' was by far the most popular time selected by 76%. 'Weekday peak times' was chosen by 12% with 'evening' and 'weekend day time' by 6% each. Some groups of respondents had a higher proportion wanting to travel on weekdays off peak.

- Aged 65+ (86%)
- Females (80%)
- LLTI or disability (87%)
- Retired (85%)
- Concessionary pass holder (84%).

## **Concessionary Pass Holders and Flexible Transport Services**

Older and disabled people are entitled to free off-peak travel on fixed route bus services under the ENCTS. This is not the case for flexible transport services. Users were asked to prioritise services within the flexible transport service scheme by choosing one of 3 options the Council could implement for concessionary pass holders on flexible transport services.

The options and proportions supporting them were:

- Free travel, but with a limited frequency of service (e.g. once per week / fortnight) (24%)
- Apply a part subsidy and part passenger fare, with a moderate frequency of service (e.g. once / twice per week) (53%)
- Apply a full fare and provide the maximum frequency of service possible (22%).

Therefore, 75% of respondents supported the introduction of either a part or full fare.

Three quarters of users answering this question had a concessionary pass under ENCTS and a similar proportion said their current status was retired. Over two-thirds (69%) were female. Table 8 below shows responses for some categories.

- A significantly higher proportion of concessionary bus pass holders chose 'free travel, but with a limited frequency of service' (27%) compared with non pass holders (15%); conversely non pass holders were more likely to choose 'apply a full fare and provide the maximum frequency of service possible' (41% and 18% respectively).

**Table 8: Preferred Option for Council Implementation for Concessionary Pass Holders on Flexible Transport Services**

Service	Males %	Females %	Pass Holder %	No pass %	Aged 16-64 %	Aged 65+ %
Free travel, but with a limited frequency of service	28	21	27	15	18	26
Apply a part subsidy and part passenger fare, with a moderate frequency of service	48	57	55	45	53	54
Apply a full fare and provide the maximum frequency of service possible	24	22	18	41	29	20
Number of users	124	273	326	80	119	279

No analysis is possible of responses by local area as fewer respondents answered this section.

### Views and Suggestions on Flexible Transport Services

Some respondents shared their views and suggestions on how the proposals about Flexible Transport would affect them. There were a higher proportion of comments against the introduction of Flexible transport than support for it, a ratio of 3 to 1. Nearly all respondents making comments were aged 55 plus.

The main comments against Flexible Transport were:

- Do not want to be reliant of Flexible Transport
- Service would not be frequent or flexible enough and unsuitable for workers.

Comments in support of Flexible Transport included:

- Would use Flexible Transport/ be of interest
- Flexible or any transport would improve existing service.

Several respondents commented on keeping and improving the existing bus services with some mentioning that money should be found from other Council services to fund this.

Some examples of comments made included:

*I simply don't think that Flexible Transport is a viable option in a village of 15,000 residents.* Older resident using a least strategic service

*I would not be happy only having access to transport once a week/fortnight, as this would result in a considerable change to my lifestyle and would restrict me massively.* Older resident using a least strategic service

*I live in a rural area - the nearest bus route is 1/2 mile walk down a narrow unlit lane with no pavement so flexible transport would improve life for me. Older resident using a least strategic service.*

## **Community Transport**

### Voluntary Car Schemes

These schemes are very often operated by voluntary, church or community groups and are set up to meet the needs of a specific community. The schemes have a number of drivers to call on who can use their own vehicles to transport residents to hospital/doctors appointments, or to other essential services. Users will register to use the service, book their transport in advance through the organisation and then reimburse the driver's expenses to cover fuel and other costs. There are 10 community car schemes operating in the borough.

About one-quarter (26%) were aware of a voluntary car scheme operating in their local community. A further 11% were not sure and 62% were not aware of any schemes. Those aged 65+ were more likely to have heard of schemes (30%) than other age groups.

In some local areas, a greater proportion of respondents were aware of voluntary car schemes. This is not surprising as schemes do not cover the entire borough. The local areas with greatest awareness, with a minimum of 10 responses, were:

- Holmes Chapel (65%)
- Goostrey (62%)
- Knutsford (57%)
- Poynton (42%)
- Audlem (40%).

Just under one in five (18%) of those aware had used this service, a total of 57 individuals. People most likely to have used the service were those aged 75+ (39%) and those with a long-standing illness, disability or infirmity which limited their activities (32%).

5% (56 individuals) were interested in participating in a local transport scheme.

### Shopmobility

This service operates in towns and is often provided by community and voluntary groups for those with restricted mobility. The scheme allows users to hire out electric mobility scooters for a few hours giving them access to town centre services.

Almost a third (32%) were aware of a shopmobility scheme operating in their local town, 60% were not aware and a further 8% were not sure. Those who were aware of the scheme operating in their local town were asked if they had used it. Overall, 5% had used it. This rose to 8% of those aged 75+ but this is not a significant increase.

The local areas with greatest awareness of Shopmobility, with a minimum of 10 responses, were:

- Macclesfield (73%)
- Brookhouse (69%)
- Congleton (50%)
- Crewe (47%).

### General Views on Council's Proposals

Finally, respondents were asked if they had any general views on how any of the Council's proposals would impact on them or their local community. Over 700 respondents took this opportunity. Many reiterated their concerns about loss or reduction in bus services and some making further suggestions to improve services. The views of older respondents (55+) plus all those with a disability were compared with younger respondents. Table 9 shows the most frequently made comments.

**Table 9: General Views on Council's Proposals**

Comments	Older 55+ and those with a disability	Younger
Essential service, bad effect on social life, independence, Quality of Life, community	22%	15%
Affects the poor and disadvantaged, elderly are isolated	18%	18%
Keep/improve local services to encourage users; reduced services/ days unrealistic	17%	9%
Consider the old; lifeline for rural communities, rely on buses	14%	7%
Flexible Transport/ Community Transport not appropriate/ not flexible/frequent enough/ costly	10%	6%
Workers should be protected and principal routes	2%	19%
Need school bus	0%	16%

Many older and younger respondents mentioned the detrimental effect loss of bus services would have on their community for both very rural areas and those living on the outskirts of towns, for many to great a distance to walk to obtain essential services. They stated how any reduced service would affect the poor and disadvantaged mainly and isolate the elderly. Several mentioned that local facilities such as Post Office, banks and shops have been eroded in recent years making bus services more essential.

Many stated that a reduction in number of days services were provided was unrealistic and that services should be improved to encourage greater use. A small minority mentioned that charges could be made for concessions or some reduction in frequency of service to keep routes open.

Younger respondents, as well as being concerned for their communities, were anxious to protect services taking workers to their employment and buses taking children to school.

A sizeable minority made negative comments about the Council and its priorities, the Government and Bankers being the financial causes of loss of transport services. Many were concerned that reduced services would result in increased use of cars.

A few of the comments outlining general views are shown:

*The government closed most of the Post Offices; people have to travel to the nearest town for many things. Older people can only get out by public transport - if it was cut some people would be prisoners in their homes.* Older resident using a least strategic service

*It would be extremely difficult to get dental and medical appointments etc on a once/twice weekly service. Also social activities would be very hard to continue doing. I would suggest a part subsidy, part passenger fare with maximum frequency of service possible.* Older resident using a least strategic service

*Should not restrict or cut down on the buses I travel on they have already been cut enough as we now have no Sunday service which has made my job difficult as I have no way of getting to work on a Sunday if required.* Younger resident using a least strategic service.

## **Characteristics of Respondents**

Users were asked questions about their characteristics. These are asked so that the views of protected groups can be obtained and included in the report where their views are significantly different from those of all other respondents. The vast majority had responded to the survey as a member of the public (96%). 3% replied on behalf of an organisation, business or other group and 1% as an elected member of a council or Parliament.

About one quarter of all respondents did not provide answers to the following questions.

39% of respondents were male and 61% female, a higher proportion of females than found in the general population which are 49% and 51% respectively.

The age profile of respondents did not match the age profile of the general population but were more likely to reflect the age profile of local bus users. 60% were aged 65+ including 26% aged 75+. In Cheshire East, 24% of the adult population are aged 65+ including 11% aged 75+.

This older age group are less likely to have constant access to their own transport.

The ethnic group mix of respondents was predominately white British with a small number, between 10 and 20, from other ethnic groups.

45% had a long standing illness, disability or infirmity and over four in five of these people said it limited their activities in some way.

The majority of respondents who gave an answer were retired (66%). Over a fifth (21%) were employed either full, part-time or self employed.



Over half (56%) had access to a car either themselves or by someone else in their household. This proportion is considerably lower than the 82% of households in Cheshire East who had access to a car from the 2001 Census of Population data. This left 44% (528 individuals) reliant on other transport.

In general, a higher proportion of older residents, those with a LLTI or disability and those without access to a car, took part in this consultation than found in the adult population of Cheshire East. This may reflect the profile of bus users in the area.

**APPENDIX A Neighbourhood Areas of Cheshire East**

<b>Name</b>	<b>Include Areas</b>		<b>Name</b>	<b>Included Areas</b>
Acton	Acton, Barbridge, Burland, Ravensmoor, Sound		Bosley	Bosley, Gawsworth/ Warren, Highlane, North Rode, Rodeheath
Adlington	Adlington, Wood Lanes		Brookhouse	Brookhouse, Kettleshulme, Pott Shrigley, Rainow
Alderley Edge	Alderley Edge		Bunbury	Bunbury
Allgreave	Allgreave, Burntcliff Top, Langley, Macclesfield Forest, Sutton Lane Ends, Wildboardclough, Wincle		Chelford	Chelford
Alsager	Alsager		Church Lawton	Church Lawton, Lawtongate
Arclid	Arclid, Bradwall Green, Brereton Green		Congleton	Congleton
Arley	Arley, Bate Heath, Pickmere, Sworton Heath		Crewe	Crewe
Ashley	Ashley, Bucklow Hill, Little Bollington, Mere, Rostherne		Disley	Disley
Astbury	Astbury, Brereton Heath, Brookhouse Green, Brownlow Heath, Four Lanes End, Hulme Walfield, Spen Green		Eaton	Eaton, Gleadsmoss, Henbury, Lower Withington, Marton, Siddington, Withington Green
Aston	Aston juxta Mondrum, Bradfield Green, Church Minshull, Minshull Vernon, Rease Heath, Warmingham, Wettenhall, Worleston		Goostrey	Goostrey
Audlem	Audlem		Handforth	Handforth
Barthomley	Barthomley, Weston		Haslington	Haslington
Bickerton	Bickerton, Brindley, Bulkeley, Chorley, Egerton Green, Faddiley, Haughton, Peckforton, Spurstow		Hassall	Hassall, Hassall Green, Lawton Heath, Lawton Heath End
Blakenhall	Blakenhall, Checkley, Chorlton, Hatherton, Hough		High Legh	High Legh
Bollington	Bollington		Higher Poynton	Higher Poynton, Middlewood

Name	Include Areas		Name	Included Areas
Holmes Chapel	Holmes Chapel		Handforth	Handforth
Lower Peover	Lower Peover, Marthall, Ollerton, Over Peover, Peover Heath, Plumley, Smithy Green		Knutsford	Knutsford
Macclesf'ld	Macclesfield		Presbury	Prestbury
Middlewich	Middlewich		Rode Heath	Rode Heath, Scholar Green
Mobberley	Mobberley		Sandbach	Sandbach
Morley	Morley, Morley Green, Styal		Shavington	Shavington
Mount Pleasant	Mount Pleasant, Mow Cop (Cheshire)		Wheelock	Wheelock Heath/ Winterley
Nantwich	Nantwich		Wilmslow	Wilmslow
Nether Alderley	Nether Alderley		Wrenbury	Wrenbury
Poynton	Poynton		Wybunbury	Wybunbury

**APPENDIX B Neighbourhood Areas and Number of Responses**

Acton	5		Handforth	22
Adlington	8		Haslington	4
Alderley Edge	5		Hassall	11
Allgreave	6		High Legh	2
Alsager	85		Higher Poynton	61
Arclid	14		Holmes Chapel	29
Arley	1		Knutsford	47
Ashley	1		Lower Peover	11
Astbury	4		Macclesfield	81
Aston	5		Middlewich	24
Audlem	45		Mobberley	1
Barthomley	5		Morley	1
Bickerton	1		Mount Pleasant	0
Blakenhall	6		Nantwich	66
Bollington	182		Nether Alderley	2
Bosley	2		Poynton	136
Brookhouse	37		Prestbury	11
Bunbury	1		Rode Heath	27
Chelford	9		Sandbach	95
Church Lawton	11		Shavington	14
Congleton	54		Wheelock	0
Crewe	115		Wilmslow	35
Disley	10		Wrenbury	15
Eaton	1		Wybunbury	6
Goostrey	23			

## Appendix 3A: School Day Bus Services – Recommended for Withdrawal of Subsidy

The bus services listed below are supported by the Council and are considered “low priority” in relation to the adopted support criteria – these services are therefore recommended for withdrawal of support (see highlighted column). The table summarises the alternative transport provision for entitled scholars and the financial effect of withdrawal of support.

No.	Route Description	Operational frequency, days and times	Council supported journeys recommended for withdrawal	Other Remaining Journeys	Impact Assessment – Consultation Response	Alternative Provision	Financial Effect of Recommendation
891	Middlewood – Poynton High School	One journey each way school days only	Whole service	None	7 responses were received. Comments include safety concerns in children walking to school and difficulties for parents in maintaining work life balance.	29 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £34,367 (less cost of home to school transport for entitled scholars)
K80	Congleton Area (Fairhouse/ Timbersbrook) – Eaton Bank/ Congleton High School	Two school journeys each way, plus a 1000 journey from Fairhouse to Congleton and 1240 from Congleton to Fairhouse	Whole service	None	18 responses were received. The majority are parents whose children use the service daily to travel to school. Others use the service 2-3 times per week to access shops and services.	The K80, K95 and K96 are on 1 contract and are therefore considered together  10 entitled scholars would be accommodated on a Home to School Contract  Flexible Transport would be an appropriate solution for the 1000 and 1240 journeys	Annual reduction in public transport support of £43,727 (less cost of home to school transport for entitled scholars)
K95	Congleton Area (Padgbury Four Lane Ends) – Eaton Bank School	One journey each way school days only	Whole service	None	6 responses were received. Those who use this service also use the K80 and K96 services.		
K96	Congleton Area (Lower Heath) – Marfields Primary	One journey each way school days only	Whole service	None	6 responses were received. Those who use this service also state that they use the K80 and K95 service.		
68	Coppenhall – St.Thomas More/St Marys Schools	One journey each way school days only	Whole service	None	No responses were received	New commercial service introduced by Routemaster Buses in September 2012. 8 entitled scholars are travelling on this service.	Annual reduction in public transport support of £22,027 (less cost of home to school transport for entitled scholars)
100	Middlewich – Northwich, St.Nicholas School	One journey each way school days only	Whole service	None	2 partial responses were received	New commercial service introduced by Barratts Coaches in Sept 2012. 22 entitled scholars are travelling on this service.	Annual reduction in public transport support of £48,401 (less cost of home to school transport for entitled scholars)
K44	Weston – Shavington/ Malbank Schools	One journey each way school days only	Whole service	None	No responses received	No entitled scholars on this service	Annual reduction in public transport support of £17,157
69	Bradfield Road - St.Thomas More/St Marys Schools	One journey each way Schooldays only	Whole service	None	No responses received	New commercial service introduced by Routemaster Buses in September 2012	Annual reduction in public transport support of £26,734
79	Rode Heath - Alsager	One journey each way Schooldays only	Whole service	None	13 responses were received. Many also use the 315 service which is unaffected by these proposals	39 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £26,000 (less cost of home to school transport for entitled scholars)
95	Goostrey – Holmes Chapel School	One journey each way Schooldays only	Whole service	None	8 responses were received. Many also use the 319 service which is unaffected by these proposals	55 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £35,711 (less cost of home to school transport for entitled scholars)

78	Crewe – Malbank School	One journey each way Schooldays only	Whole service	None	No responses received	15 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £30,264 (less cost of home to school transport for entitled scholars)
77	Betley – Brine Leas	One journey each way Schooldays only	Whole service	None	No responses received	15 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £30,714 (less cost of home to school transport for entitled scholars)
K98	Park Lane – Congleton High School	One journey each way Schooldays only	Whole service	None	9 responses were received from parents whose children use the service daily. Working parents describe the difficulty they would experience in taking their children to school and safety concerns in children walking to school	Likely to be commercially operated from October 2012.  2 entitled scholars would either travel on the new commercial service or be accommodated on a Home to School Contract.	Annual reduction in public transport support of £42,311 (less cost of home to school transport for entitled scholars)
71	Tytherington – Poynton High School	One journey each way Schooldays only	Whole service	None	2 responses were received	13 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £55,742 (less cost of home to school transport for entitled scholars)
71	Aston/Wrenbury – Malbank/ St.Thomas More Schools	One journey each way Schooldays only	Whole service	None	No responses received	42 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £26,741 (less cost of home to school transport for entitled scholars)
K78	Mossley/ Congleton – All Hallows School	One journey each way Schooldays only	Whole service	None	1 response was received	Commercial service introduced by Bostocks from September 2012. 3 entitled scholars are travelling on this service.	Annual reduction in public transport support of £41,303 (less cost of home to school transport for entitled scholars)
63	Swanwick – Brine Leas/St.Thomas More	One journey each way Schooldays only	Whole service	None	No responses received	46 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £43,067 (less cost of home to school transport for entitled scholars)
E41	Lach Dennis – Holmes Chapel School	One journey each way Schooldays only	Whole service	None	No responses received	Commercial service introduced by Byleys Coaches from September 2012. 13 entitled scholars are travelling on this service.	Annual reduction in public transport support of £9,200 (less cost of home to school transport for entitled scholars)
737	Weston/ Shavington - St.Thomas More School	One journey each way Schooldays only	Whole service	None	1 response was received	27 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £30,810 (less cost of home to school transport for entitled scholars)
K79	Congleton – All Hallows School	One journey each way Schooldays only	Whole service	None	3 responses were received	Likely to be commercially operated from October 2012. 4 entitled scholars would either travel on the new commercial service or be accommodated on a Home to School Contract.	Annual reduction in public transport support of £39,987 (less cost of home to school transport for entitled scholars)
61	Audlem – Brine Leas	One journey each way Schooldays only	Whole service	None	21 responses were received with 1 using the service to access education. Respondents also use services 72/73 and 75 which are unaffected by these proposals	55 entitled scholars would be accommodated on a Home to School Contract	Annual reduction in public transport support of £31,619 (less cost of home to school transport for entitled scholars)

## Appendix 3B: General Local Bus Services – Journeys Recommended for Withdrawal of Subsidy

The bus services listed below include journeys supported by the Council which are considered “low priority” in relation to the adopted support criteria and are therefore recommended for withdrawal of support (see highlighted column). The table also summarises the journeys which will remain (if any) and the financial effect of withdrawal of support.

No.	Route Description	Operational frequency, days and times	Council supported journeys recommended for withdrawal	Other Remaining Journeys	Impact Assessment – Consultation Response	Alternative Services / Additional Mitigation	Financial Effect of Recommendation
20	Hanley – Alsager – Crewe Bus Station – Leighton Hospital	Mondays to Sundays (including Bank Holiday)	All Sunday and public holidays journeys between Crewe Bus Station and Leighton Hospital only	All Monday to Saturday journeys between Hanley and Leighton Hospital, and Sundays Hanley to Crewe Bus Station	9 responses were received for Sunday journeys. The majority of comments related to the weekday element of the service which is operated commercially and is likely to be unaffected.  Passengers who are affected are those who use the Sunday service between Crewe bus station and Leighton Hospital	An alternative Sunday service between Crewe bus station and Leighton Hospital is service 6E – which is an hourly service between 1210 and 2110.	Annual reduction in public transport support = £11,072
108	Ashbourne – Leek – Macclesfield	9 journeys per day Mondays to Fridays (8 Saturdays) 1 morning extended to Fallibroome High School on school days only  One additional return journey Friday and Saturday evening only	1 morning journey – Leek to Macclesfield (extended to Fallibroome High School on school days only)  1 return journey (Fallibroome to Sutton/ Langley on school days only)  One return journey Friday and Saturday evening only  Service is also supported by Derbyshire County Council	4 return journeys remain Monday to Saturday between 07.30 and 17.40	6 responses were received. Passengers affected are those who use the school day journeys provided in term time only to access Macclesfield schools  2 responses were received for the supported evening journeys. Surveys carried out by Staffordshire County Council show that the evening journeys have very low passenger numbers in the Cheshire East area	There are 5 entitled scholars travelling on this service who will be accommodated on a home to school transport contract  The 4 daytime return journeys are expected to remain	Annual reduction in public transport support = £40,917 (less cost of home to school transport for entitled scholars)
85	Newcastle – Madeley – Crewe	Monday to Saturday hourly service supplemented with additional services in peak times.	1 early morning journey 0550 from Crewe to Newcastle arriving 0643  4 evening return journeys Mondays to Saturday  Service is also supported by Staffordshire County Council	Daytime services (generally an hourly service from 0650 to 1705)	9 responses were received in relation to the journeys supported by the Council. Passengers most affected are those who use the early morning (0550) and evening journeys to get to work	For early morning and evening journeys in the Crewe area, the Flexi Rider operates on Monday to Friday between 0500 – 0730 and 1815 – 2230  Flexible transport could provide a potential evening alternative for the outlying areas of Weston and Wychwood Park	Annual reduction in public transport support = £12,729

378	Stockport – Handforth – Wilmslow	Monday to Saturday hourly service – peak, off peak and evening journeys, plus hourly off peak on Sundays	4 return evening journeys Monday to Friday and 3 return journeys on Saturday. All Sunday and Bank Holiday journeys.  Service is also supported by Transport for Greater Manchester	Monday to Saturday daytime hourly service	12 responses were received for the supported evening and Sunday journeys, which are generally used for leisure, social and work.	For residents wishing to travel between Wilmslow or Handforth to Stockport there is a high frequency direct train service that runs in the evenings and Sundays & Public Holidays taking approximately 10 minutes.	Annual reduction in public transport support = £23,156
130	Macclesfield – Wilmslow – Manchester	Monday to Friday half hourly daytime service. Saturday & Sunday hourly service	Saturday: 2 morning journeys from Macclesfield (0645 & 0745) and 1 from Handforth (0744)	Majority of Monday to Sunday service remains	37 responses were received for Saturday daytime journeys. The main journey purpose was shops and service, followed by leisure	For residents wishing to travel between Macclesfield and Manchester on Saturday mornings there are trains that leave at 0712 0719 taking approx. 30 minutes via Stockport	Annual reduction in public transport support = £9,068
		Monday to Saturday evening service (2 return journeys)	Monday to Saturday evening service (2 return journeys)		16 responses were received for evening journeys, which are generally used to access work, leisure and social events	For residents wishing to travel between Alderley Edge, Handforth, Wilmslow and Macclesfield there is an evening train service via Stockport (last train 2113)	Annual reduction in public transport support = £38,887
127	Chesterton – Crewe	Friday only service	Friday only service  This service is also supported by Staffordshire County Council	None	No consultation responses were received  Data from Staffordshire County Council shows that during a 6 week period only 5 passengers from Cheshire East used the service	Alternative bus services are available from the Weston area to Crewe (inc. the hourly 85 service). Flexible transport would be an appropriate solution	Annual reduction in public transport support = £2,025
44	Crewe - Shavington – Hough – Nantwich	Mondays to Saturdays – hourly peak/ off peak	All diversions into Hough village. Plus 4 journeys from Crewe (0745, 0845, 1545, 1645) and 4 journeys from Nantwich (0740, 1540, 1640, 1740)	Hourly off- peak service remains but does not serve Hough.	25 responses were received with the main journey purpose being shops and services and work	For Hough village residents, flexible transport would be an appropriate solution.	Annual reduction in public transport support = £22,306
45	Crewe - Marshfields – Nantwich	Monday to Saturday: half hourly service plus Sunday: hourly service between Crewe and Marshfield	Monday to Saturday: departures from Crewe bus station (0712 , 1512, 1612, 1712) and Nantwich Bus Station (0815, 0915, 1515, 1615, 1715)	Off peak services remain	17 responses were received for the daytime peak journeys. The majority use the service for accessing shops and work. Some use the service to access onward connecting journeys from Crewe bus station.	The 45A provides an alternative bus service for part of the route in the afternoons.  In Crewe area, for evening services the Crewe Flexi Rider operates Monday to Friday (1815 – 2230).	Annual reduction in public transport support = £20,903
			Monday to Saturday: 5 evenings return between Crewe and Marshfield journeys starting 1840 last bus 2259		4 responses were received for the evening journeys	For direct route there is frequent, direct train between Crewe and Nantwich	Annual reduction in public transport support = £14.801



56	Tiverton – Bunbury – Nantwich	One return off peak journey 2 days per week (Thursdays and Saturdays)	One return off peak journey 2 days per week (Thursdays and Saturdays)  This service is also supported by Cheshire West and Chester.	None	No consultation responses were received	Flexible transport would be an appropriate solution	Annual reduction in public transport support from both the 56 and 83 services = £8,047
83	Bulkerley – Bunbury - Chester	One return off peak journey 1 day per week (Tuesdays)	One return off peak journey 1 day per week (Tuesdays)  This service is also supported by Cheshire West and Chester	None	No consultation responses were received	Flexible transport would be an appropriate solution offering a feeder to the 84 service	
391	Middlewood – Poynton – Stockport	Monday to Saturday - hourly service (for most of the day) between 0640 and 2235	Monday to Saturday An hourly service (for most of the day) between 0640 and 2235	None	164 responses were received for the 391 service. The main reason for using the bus was access to shops and services, with 10% using it for work.  Most people state that they use the service 2-3 times per week. Many commented that Higher Poynton would be isolated without a bus service.  Comments and suggestions include terminating 391, 392 and 393 services at Hazel Grove – where passengers can connect with the 192 service to Stockport.	It is recommended that the timetables for the 391, 392/393 be reviewed and discussed with the operator to continue to provide a service in these areas in a more cost effective way.  There is an option to curtail service 392/393 at Hazel Grove where high frequency services operate to Manchester and Stockport.  There is a two-hourly train service running from Middlewood to Stockport and Manchester (hourly in peak).  There is currently a voluntary car scheme available one morning a week.	The anticipated saving from the review of existing timetables for the 391, 392/393 is expected to be approximately £110,000.  This review and rescheduling will provide greater value for money and is a more cost effective way of continuing to serve the Middlewood and Poynton communities.
5 /6	Macclesfield – Weston Estate	Monday to Friday evenings  Circular service every half hour between 1805 and 2335	Monday to Friday evenings  Circular service every half hour between 1805 and 2335	None	8 responses were received. The majority use the service to access shops, social and leisure. Comments suggest that the service is also used to connect with other public transport options in Macclesfield.		Annual reduction in public transport support = £17,875
84	Crewe – Nantwich – Chester	All day service operating between Crewe and Nantwich starting at 0635 every 15 minutes and ½ hourly between Nantwich and Chester	4 evening return journeys starting from 1845 and 2145 – final journey between Crewe and Nantwich only 2235. This service is also supported by Cheshire West and Chester	Frequent service between Crewe, Nantwich and Chester up to 1815	16 responses were received for the supported evening journeys which are used for leisure or social event.	There is an hourly train service connects Crewe and Nantwich until 2330 and the Crewe to Chester train operates to midnight	Annual reduction in public transport support = £18,545

8	Crewe – Wistaston Green Circular service	All day ¼ hourly service Mondays t Fridays from 0653 up to 1720 6 return journeys from 1823 to 2323 Hourly service Sundays	6 evening return journeys from 1823 to 2323	Monday to Friday ¼ hourly service and hourly Sunday service remains	2 responses were received for the evening journeys.	For the evening journeys in the Crewe area, Crewe Flexi Rider operates on Monday to Friday 1815 - 2230	Annual reduction in public transport support = £14,801
15	Crewe – Sydney – Elm Drive (circular)	Monday to Saturday. Hourly morning peak and evenings between 1800 and 2300 Sunday and bank holidays between 1100 and 1900	Monday to Saturday Hourly morning peak and evenings between 1800 and 2300	Sunday and Bank Holidays remain Monday to Saturday daytime service provided by service 14/16	9 responses were received with 3 using the service daily in the evening. The main reason was to visit family and friends. Some use for onward connection to the hospital	For the evening journeys in the Crewe area, Crewe Flexi Rider operates on Monday to Friday 1815 - 2230	Annual reduction in public transport support = £14,801
9/ 10A	Macclesfield – Moss Rose / Bollington	9: Monday to Saturday Half hourly service between 0700 and 1800 and hourly between 1855 and 2255 Hourly service Sundays  10A: Half hourly service between 0702 and 1835 and hourly service between 1835 and 2335 Hourly service Sundays	9: Monday to Saturday Hourly evening service between 1855 and 2255  10A: Hourly evening service between 1835 and 2335	9 / 10A: Daily half-hourly service approximately between 0700 and 1830, including hourly on a Sunday	24 responses were received for evening journeys. The main journey purpose is social, leisure or accessing shops and services	The half hourly daytime service until 1830 will remain, including the Sunday service	Annual reduction in public transport support = £20,486
390	Bramhall – Poynton – Stockport	Monday to Saturday Three outbound and two return journeys (off peak mornings and early afternoon)	Monday to Saturday Three outbound and two return journeys (off peak mornings and early afternoon)  This service is also supported by Transport for Greater Manchester	None	35 responses were received. The majority use the service on weekdays at off-peak times to access shops and services.	This is a limited service within Cheshire East and is used by Poynton West residents to get to Poynton village and beyond.  Flexible transport would be an appropriate solution to offer a feeder service for 392 / 393 and on to Hazel Grove.	Annual reduction in public transport support = £6,092
9	Crewe – Rope Green	Monday to Saturday hourly service between 0935 and 2103	6 journeys between 1235 and 1735	3 journeys between 0935 and 1135	10 responses were received. The main journey purpose was medical / health	The morning journeys will remain and with interchange in the town centre service 6 (half hourly) provides access to Rope Green	Annual reduction in public transport support = £18,387
16	Crewe – Sydney	Monday to Saturday, 3 journeys an hour between 0835 and 1735	2 morning journeys (0835 and 0905) and 7 afternoon journeys (from 1425 to 1735). All day Saturday between 0835 and 1735.	Off-peak day time Monday to Friday service 0925 - 1425	12 responses were received. The majority use the service daily during peak and off peak times, as well as Saturday	For the evening journeys in the Crewe area, Crewe Flexi Rider operates on Monday to Friday 1815 - 2230	Annual reduction in public transport support = £17,895
38	Crewe – Macclesfield	Monday to Sunday hourly service for most of the day between 0645 and 2332. Sunday hourly service starting at 0935 to 2331.	5 evening return journeys on Sunday 1835 from Crewe and 1850 from Macclesfield	All day service, hourly for most parts except Sunday evening	6 responses were received. Most people use the service for social events	The daytime and evening journeys will remain on Monday to Saturday, along with the Sunday daytime service.	Annual reduction in public transport support = £20,414

# EQUALITY IMPACT ASSESSMENT FORM



Equality impact assessment is a legal requirement for all strategies, plans, functions, policies, procedures and services under the Equalities Act 2010. We are also legally required to publish assessments.

## Section 1: Description

Department	Places	Lead officer responsible for assessment	Chris Williams
Service	Highway & Transport	Other members of team undertaking assessment	Jenny Marston Janet Mills Neil Roberts
Date	3 September 2012	Version	2.0
Type of document (mark as appropriate)	<b>Strategy</b>	<b>Plan</b>	<b>Function</b> <b>Policy</b> <b>Procedure</b> <b>Service</b>
Is this a new/existing/revision of an existing document (mark as appropriate)	<b>New</b>	<b>Existing</b>	<b>Revision</b>
<p>Title and subject of the impact assessment (include a brief description of the aims, outcomes , operational issues as appropriate and how it fits in with the wider aims of the organisation)</p> <p>Please attach a copy of the strategy/plan/function/policy/procedure/service</p>	<p><b>Proposed reductions in public transport support</b></p> <p>The budget proposals anticipate a reduction in funding devoted to subsidising public transport. The adopted support criteria (agreed by Cabinet on 1<sup>st</sup> August 2011) target the support at those services deemed to most meet the strategic needs of the council. The criteria aim to provide a fair, transparent and accountable process to manage contracts within budget constraints, provide maximum value for money and support wider strategic considerations in the Council's Local Transport Plan. These criteria contain specific reference to the needs of older and disabled residents to discharge the council's obligations under the Transport Act 1985.</p> <p>The proposal is to withdraw support for certain services, which when assessed against the adopted criteria, are considered "low priority" relative to other supported services. The majority of bus services in Cheshire East are operated commercially by local bus operators without subsidy from the Council and these services are largely unaffected by any budgetary review.</p>		
Who are the main stakeholders? (eg general public, employees, Councillors, partners, specific audiences)	Transport users, including disabled users, older people, young people. Press & media, businesses, service providers (e.g. health care). Public transport operators		

## EQUALITY IMPACT ASSESSMENT FORM

### Section 2: Initial screening

<b>Who is affected?</b> (This may or may not include the stakeholders listed above)	All residents of Cheshire East – subsidised bus services are available to all and therefore potentially all elements of the community are affected.										
<b>Who is intended to benefit and how?</b>	The proposal aims to deliver a balanced budget in 2012/13 by reducing subsidy for public bus services. The key beneficiary is therefore the local taxpayer.										
<b>Could there be a different impact or outcome for some groups?</b>	Yes – The impact on older people, disabled people and low income families may prevent access to work and key services – even with mitigation.										
<b>Does it include making decisions based on individual characteristics, needs or circumstances?</b>	No										
<b>Are relations between different groups or communities likely to be affected?</b> (eg will it favour one particular group or deny opportunities for others?)	Following the Council's withdrawal of subsidy, if bus operators decide to stop operating the service this is inevitably an unpopular and unwelcome development which may impact on relations between local communities, as well as between the Council and communities. It has the potential to disadvantage some groups more than others – eg frail older people, disabled residents.										
<b>Is there any specific targeted action to promote equality? Is there a history of unequal outcomes (do you have enough evidence to prove otherwise)?</b>	A higher proportion of public transport users in Cheshire East, tend to be older people, younger people, have a life long limiting illness or disability or are low income. To assist targeted groups, it is proposed to procure community/flexible transport through a competitive tender process to provide coverage across the borough. The aim of the new flexible transport system will be to ensure that residents living in areas where there is no fixed public transport will be able to access flexible transport 1 or 2 days a week.										
<b>Is there an actual or potential negative impact on these specific characteristics? (Please tick)</b>											
<b>Age</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Marriage &amp; civil partnership</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Religion &amp; belief</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Carers</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Disability</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Pregnancy &amp; maternity</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Sex</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Socio-economic status</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Gender reassignment</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Race</b>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Sexual orientation</b>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

# EQUALITY IMPACT ASSESSMENT FORM

What evidence do you have to support your findings? (quantitative and qualitative) Please provide additional information that you wish to include as appendices to this document, i.e., graphs, tables, charts		Consultation/involvement carried out	
<p>In order to get a better understanding of the impacts of the withdrawal of the support for certain services a full and detailed consultation process was carried out between April and June 2012. The aim of the consultation was to fully understand the impact of the withdrawal of the subsidy on public transport with the local community and particularly with protected equality groups.</p> <p>Individuals and organisations were able to respond to the consultation by either completing an 'on-line' questionnaire, a paper questionnaire, by emailing or writing to the Council. Surveys were available from all Cheshire East libraries and main offices of the Council or by attending one of the consultation 'drop-in' events held in 10 locations around the borough. Over 1,600 people responded to the consultation, and a detailed report on the consultation feedback is available.</p> <p>In addition to the consultation, a further focus group was held to drill down into the impacts on the older population and disability groups.</p>		Yes	
<b>Age</b>	<p>The consultation suggests that the age profile of bus users does not match the age profile of the general population. 60% were aged 65+ including 26% aged 75+, whereas the overall profile in Cheshire East is that 24% of the adult population are aged 65+ including 11% aged 75+.</p> <p>Older respondents used buses to access services with many mentioning they shopped regularly to avoid carrying heavy bags. There was concern, mainly among older respondents, about the difficulty in making medical appointments to fit in with bus services. A concern for many older respondents was that they would be isolated and that a regular bus service was their lifeline.</p> <p>The consultation showed that older and younger age groups are less likely to have constant access to their own transport. A high proportion of younger respondents relied on bus services to get to their place of work, several mentioning that shift work meant that they needed to use early and late services.</p>	Yes	
<b>Disability</b>	<p>45% of respondents had a long standing illness, disability or infirmity and over four in five of these people said it limited their activities in some way.</p> <p>The focus group discussed that a major concern for the disabled was the fear of isolation and inability to get out of their house.</p> <p>Finally, particular issues surrounding specific disabilities were raised – such as blind and partially sighted people find it difficult or impossible to use some forms of transport such as general public transport. For such people, flexible transport</p>	Yes	

# EQUALITY IMPACT ASSESSMENT FORM

	(with its associated level of additional assistance from drivers) was considered to be more suitable.		
<b>Gender reassignment</b>	This policy is not expected to impact on gender reassignment	N/A	
<b>Marriage &amp; civil partnership</b>	This policy is not expected to impact on marriage & civil partnership	N/A	
<b>Pregnancy &amp; maternity</b>	This policy is not expected to impact on pregnancy and maternity	N/A	
<b>Race</b>	This policy is not expected to impact on race.	N/A	
<b>Religion &amp; belief</b>	This policy has a marginal impact since the withdrawal of support for Sunday services may affect worshippers more than other religious groups.	N/A	
<b>Sex</b>	National data suggests that more women use bus services than men and the Public Transport consultation survey analysis showed that 39% of respondents were male and 61% female, a higher proportion of females than found in the general population which are 49% and 51% respectively.	Yes	
<b>Sexual orientation</b>	This policy is not expected to impact on sexual orientation	N/A	
<b>Carers</b>	This policy is not expected to impact on carers	Yes	
<b>Socio-economic status</b>	The consultation showed that the majority of respondents who gave an answer were retired (66%). Over a fifth (21%) were employed either full, part-time or self employed. Over half (56%) had access to a car either themselves or by someone else in their household. This proportion is considerably lower than the 82% of households in Cheshire East who had access to a car from the 2001 Census of Population data. This left 44% (528 individuals) reliant on other transport.	N/A	
<b>Proceed to full impact assessment? (Please tick)</b>		Yes	<b>Date –</b>

If yes, please proceed to Section 3. If no, please publish the initial screening as part of the suite of documents relating to this issue

## EQUALITY IMPACT ASSESSMENT FORM

### Section 3: Identifying impacts and evidence

This section identifies if there are impacts on equality, diversity and cohesion, what evidence there is to support the conclusion and what further action is needed

Protected characteristics	Is the policy (function etc....) likely to have an adverse impact on any of the groups?  Please include evidence (qualitative & quantitative) and consultations	Are there any positive impacts of the policy (function etc....) on any of the groups?  Please include evidence (qualitative & quantitative) and consultations	Please rate the impact taking into account any measures already in place to reduce the impacts identified <b>High:</b> Significant potential impact; history of complaints; no mitigating measures in place; need for consultation <b>Medium:</b> Some potential impact; some mitigating measures in place, lack of evidence to show effectiveness of measures <b>Low:</b> Little/no identified impacts; heavily legislation-led; limited public facing aspect	Further action (only an outline needs to be included here. A full action plan can be included at Section 4)
Age	<p>Yes –</p> <p>The profile of public transport users includes a significant proportion of older and young people. The consultation feedback report contains further details.</p> <p>Withdrawals of Council support for certain services may result in bus services ceasing to operate or operating in a different way, which may have a disproportionate impact on older people and young people.</p>	<p>Concessionary fare data has been incorporated into the Council's support criteria and those services carrying a high proportion (+50%) of older and disabled people score more highly in the assessment – resulting in greatly likelihood support continues.</p> <p>The existing concessionary fare scheme allows people over the age of 65 to use public transport for free after the 9.30 am. Concessionary fare pass can be used on all</p>	High	<p>The responses from the consultation and focus groups have helped shape the development of a strategy and assist with forming the mitigation measures with the aim to reduce the impact of the changes in subsidies. Specifically:</p> <ul style="list-style-type: none"> <li>• Design and specification of flexible demand responsive transport</li> <li>• Availability of alternative suitable public transport and minor route or timetable amendments</li> </ul>

# EQUALITY IMPACT ASSESSMENT FORM

		<p>commercial bus services ( which cover about 90% of all public service busses in Cheshire East) as well as supported bus services</p> <p>Flexible transport is available free to all concessionary pass holders.</p> <p>Flexible demand-responsive transport is targeted at older (especially frail) people.</p>		
<b>Disability</b>	<p>Yes –.</p> <p>The proposed budget reductions may adversely impact on disabled transport users, as revealed during the consultation process and contained in the consultation feedback report.</p>	<p>The services which carry a high proportion of concessionary fare passengers are scored more highly in the assessment – resulting in mitigation of some potential impacts for disabled people. Approximately 10% of concessionaires qualify by way of a disability, with 90% of usage based on age.</p> <p>Continuation of (and enhancement of) flexible transport is seemed as a key way of mitigating adverse impacts and promoting equality.</p>	High	<p>Continuation of engagement with groups representative of disabled people is seen as key to further actions to mitigate adverse impacts and promote equality. Specifically, the design and operation of flexible demand responsive services is a future action that will mitigate any adverse impacts.</p> <p>Following comments in the consultation process from the Deafness Support society, the council will consider a text and email service to assist deaf people access flexible transport .</p>



# EQUALITY IMPACT ASSESSMENT FORM

				<p>In addition to flexible transport, the council will consider additional support for other forms of community transport, these being:</p> <ul style="list-style-type: none"> <li>• Shop mobility</li> <li>• Voluntary car schemes</li> </ul> <p>The council is also working with the Iris Centre, to ensure that the transport needs of blind and partially sighted people are represented and services designed to meet their specific needs.</p>
<b>Gender reassignment</b>	No	No	Low	
<b>Marriage &amp; civil partnership</b>	No	No	Low	
<b>Pregnancy and maternity</b>	No	No	Low	
<b>Race</b>	No	No	Low	
<b>Religion &amp; belief</b>	No	No	Low	

# EQUALITY IMPACT ASSESSMENT FORM

<b>Sex</b>	Yes – Nationally public bus services are generally used more by women than by men – consequently any reduction in bus service provision may have a greater effect on women.	No	Low	No further action is possible to mitigate impacts of subsidy reduction.
<b>Sexual orientation</b>	No	No	Low	
<b>Carers</b>	Yes – Carers of older and disabled people are more likely to be users of public transport. The criteria considers the needs of older and disabled people, this in turn assists in mitigating the impact on carers.	No	Low	Consideration be given to companion bus passes for carers of people with disabilities. In addition, engagement with representative groups is likely to identify specific needs and allow services to be redesigned around these needs.
<b>Socio-economics</b>	The proposal is likely to have an impact on some socio-economic groups, especially low paid, unemployed, pensioners and large families who are more likely to be users of public transport.	No	Medium	
Is this project due to be carried out wholly or partly by contractors? If yes, please indicate how you have ensured that the partner organisation complies with equality legislation (e.g. tendering, awards process, contract, monitoring and performance measures)				

## EQUALITY IMPACT ASSESSMENT FORM

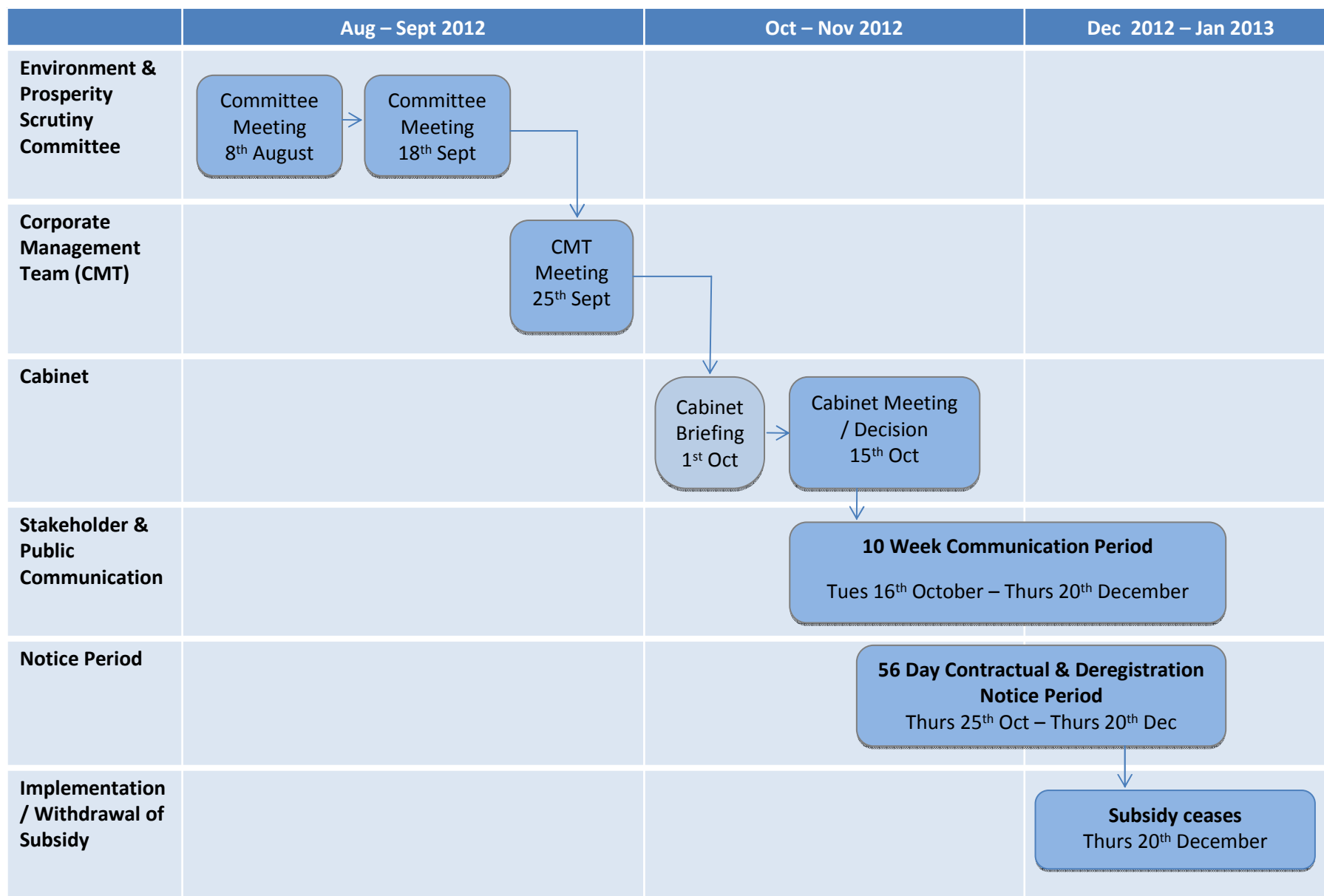
### Section 4: Review and conclusion

<b>Summary: provide a brief overview including impact, changes, improvement, any gaps in evidence and additional data that is needed</b>			
<p>The impact on older people, disabled people and low income families may prevent access to work and key services – even with mitigation. The full impact of the proposed budget reductions will be determined as a result of detailed consultation. The Council will continue to work with specific groups and focus groups to monitor the impact of the withdrawal of support for certain bus services</p>			
<b>Specific actions to be taken to reduce, justify or remove any adverse impacts</b>	<b>How will this be monitored?</b>	<b>Officer responsible</b>	<b>Target date</b>
Discussions with operators for opportunities for supported services to become commercial, hence no or reduced impact on bus users	Routes where support is no longer offered will be brought to the notice of the public transport sector; registrations received	Chris Williams	1 January 2013
Engagement with groups representative of older and disabled people to inform design and operation of demand responsive transport	Ongoing	Jenny Marston	Ongoing
Procurement of revised flexible demand-responsive transport service	Senior Management monthly team meetings	Chris Williams	31 March 2013
Support for local community transport schemes including flexible transport and voluntary cars	Discussions with users, providers etc.	Neil Roberts	Ongoing
<b>When will this assessment be reviewed?</b>	31 March 2013		
<b>Are there any additional assessments that need to be undertaken in relation to this assessment?</b>	No		

## EQUALITY IMPACT ASSESSMENT FORM

Lead officer signoff	Chris Williams	Date	3 September 2012
Head of service signoff		Date	

## Appendix 5 – Implementation Timetable



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