

Strategic Planning Board

Agenda

Date:	Thursday, 6th December, 2012
Time:	10.30 am
Venue:	The Capesthorne Room - Town Hall, Macclesfield SK10 1EA

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.

Please note that members of the public are requested to check the Council's website the week the Planning/Board meeting is due to take place as Officers produce updates for some or all of the applications prior to the commencement of the meeting and after the agenda has been published.

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

1. Apologies for Absence

To receive any apologies for absence.

2. Declarations of Interest/Pre Determination

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests and for Members to declare if they have a pre-determination in respect of any item on the agenda.

3. Public Speaking

**4. Cheshire East Local Plan - Draft Development Strategy & Policy Principles
(Pages 1 - 574)**

To consider the above report.

Please Contact: Sarah Baxter on 01270 686462
E-Mail: sarah.baxter@cheshireeast.gov.uk with any apologies or request for further information
Speakingatplanning@cheshireeast.gov.uk to arrange to speak at the meeting

This page is intentionally left blank

CHESHIRE EAST COUNCIL

REPORT TO: STRATEGIC PLANNING BOARD

Date of Meeting: 6 December 2012
Report of: Strategic Planning & Housing Manager
Subject/Title: Cheshire East Local Plan – Draft Development Strategy & Policy Principles
Portfolio Holder: Councillor David Brown

1.0 Report Summary

- 1.1 This report considers the next stage of the Cheshire East Local Plan. The Council has undertaken a strategic 'Issues & Options' consultation and over the past year has embarked on an intensive programme of place shaping and neighbourhood planning to provide a 'bottom up' perspective on future growth and development. The Development Strategy and its sister document the Policy Principles now pull these elements together.
- 1.2 This presents a 'jobs led' strategy for growth and prosperous communities. They represent the last stage in the consultation process before a final (submission) version of the Core strategy is prepared in the summer of 2013.

2.0 Decision Requested

- To note the process of plan making, evidence and the report of Consultation of the Cheshire East Issues & Options that has informed the current stage of the Local Plan
- To consider the report of Consultation of the Town Strategies (Appendix 2)
- To Consider the Analysis of Consultation of The Town strategies and Completed Town Strategies (Appendices 3 & 4))
- That Cabinet is recommended to approve for consultation the attached Cheshire East Development Strategy (Appendix 5)
- That Cabinet is recommended to approve for consultation the attached Cheshire East Policy Principles Document (Appendix 6)
- That Cabinet is recommended to resolve that the Cheshire East Development Strategy be used as a material consideration for Development Management purposes with immediate effect.

3.0 Reasons for Recommendations

- 3.1 To ensure that progress is made with the preparation of the Cheshire East Local Plan.

4.0 Wards Affected

- 4.1 All Wards

5.0 Local Ward Members

- 5.1 All Ward Members

6.0 Policy Implications including - Carbon reduction & Health

- 6.1 **Health:** The Local Plan can make an important contribution to the health and well being of the Borough. The plan will consider the new infrastructure requirements of the area – both existing and arising from new developments. This enables health provision to be made in the right places to serve future generations.
- 6.2 In addition the plan can help build healthier communities through the design of new villages and neighbourhoods. Provision of green infrastructure in particular can assist in promoting more active lifestyles – as well as contributing towards better mental health.
- 6.3 **Carbon reduction.** The Local Plan is a means of promoting more sustainable patterns of development – which in turn can reduce carbon dependency. The Policy Principles document also contain draft policies dealing with renewable energy. Cheshire East has a variety of opportunities for new renewable energy, including geothermal heating.

7.0 Financial Implications (Authorised by the Director of Finance and Business Services)

- 7.1 The preparation of the Local Plan is a time consuming and costly process. To speed up its production a temporary virement of £175,000 was approved at Mid Year Review to supplement the Strategic Planning's base budget. In addition one-off grant funding has also supplemented the base budget in 2012-13. The failure to produce a local plan in a timely way would cost the Council in terms of potentially expensive appeals and lost CIL revenue.
- 7.2 The Development Strategy proposes that a series of strategic sites be developed across the Borough. As a major land owner the Council has a land interest in several of these. Those wholly or partly owned by the Council include: Leighton West, Crewe, Central Crewe, South West Macclesfield, South Macclesfield, Macclesfield Town Centre & the new settlement east of Handforth. These sites should be considered for development on their planning merits alone. However should any allocation be confirmed, the value of the land and benefit to the public would rise accordingly.

8.0 Legal Implications (Authorised by the Borough Solicitor)

- 8.1 The Planning and Compulsory Purchase Act 2004 requires local planning authorities to prepare Local Development Frameworks, now known as Local Plans. The Town and Country Planning (Local Planning) (England) Regulations 2012 set out the procedures to be followed in the preparation of such plans.
- 8.2 The Development Strategy has been prepared under Regulation 18 which requires Local Planning Authorities to engage with the community and

businesses regarding the preparation of the Local Plan. Whilst the preparation of the Development Strategy itself is not a statutory requirement it is nevertheless an important part of the Local Plan process and the results of the consultation will inform the preparation of the formal submission Core Strategy next year. It will enable the Council to demonstrate to the Inspector who conducts the public examination into the Core Strategy that extensive consultation has been undertaken and that all reasonable alternative strategies have been considered; these considerations form part of the tests of soundness that the Inspector will apply.

- 8.3 The preparation of the plan is guided by the National Planning Policy Framework – and other related advice. The implications of this are considered within the strategy and in the remainder of this report.
- 8.4 The Localism Act 2011 imposes on local planning authorities, in preparing local plans, a duty to co-operate with neighbouring authorities and other parties on strategic issues of common interest.

9.0 Risk Management

- 9.1 **Local Plan Examination** Following the publication and its final consultation, the Core Strategy will be submitted for examination. The key test of examination is one of 'soundness'. For a plan to be considered sound, it must be:

- Positively prepared
- Justified
- Effective
- Consistent with National Policy

Failure at examination has serious negative consequences for any Local Authority. By preparing and consulting on a draft Development Strategy, the Council is reducing the risk of this outcome.

- 9.2 **Planning Applications & Appeals.** Currently Cheshire East does not enjoy a five year supply of housing land – and some of its development plan policies are starting to become out of step with national policy. Consequently the Council is experiencing a large number of planning applications for housing on sites that are not allocated in the development plan. Some of these are subject to appeal and or legal challenge.
- 9.3 An up to date Local plan will not only provide new policies that are fully compliant with the NPPF but it will also identify a five year supply of deliverable housing sites. Consequently completion of the local plan will greatly assist the processing and determination of planning applications in the Borough.

10.0 BACKGROUND AND CONTEXT

Plan Making in Cheshire East

- 10.1 The Development Strategy sets out the Council's essential thinking about the future shape and growth of Cheshire East. The Strategy is one of Growth to create prosperous communities – with the provision of new employment areas and transport infrastructure being fundamental to its whole approach.

- 10.2 In the autumn of 2010 the Council published strategic 'Issues and Options' which considered different potential approaches to growth and development at a Borough-wide, high level. One of the consequences of this work was the realisation that understanding of Cheshire East as a unified 'place' was still evolving. As a large County Borough, created in 2009 the area neither represented the historic County of Cheshire nor the District Boroughs which had become familiar since 1974.
- 10.3 Accordingly, the Council has invested considerable effort into 'Place Shaping' at a level which is meaningful to most people in the Borough, particularly with the production of Town Strategies for each of the largest towns in Cheshire East. These were prepared according to neighbourhood planning principles and followed the award of government funding as a neighbourhood planning 'front runner'. The Development Strategy and Policy principles now brings together the findings of these strategies, the earlier issues and options and the research and evidence base, to create a coherent plan for the future of the Borough.

Delivering Wider Economic Growth

- 10.4 Delivering economic growth in Cheshire East remains central to the future prosperity of the Borough and increasingly important to the future sustainability of the Council. The Local Plan is an essential building block necessary to deliver an overall vision for economic growth.
- 10.5 The Local Plan is part of a much wider approach to developing the economy which is being led by the Leader and Cabinet to:
- Build stronger relationships with our existing businesses and investors to stimulate growth, build new enterprises and deliver jobs;
 - Build stronger relationships with local communities to support the local economy and create entrepreneurial towns and villages;
 - Directly promote employment and housing growth through development of Council assets and land to deliver jobs and new homes;
 - Focus education and skills investment to deliver a skilled workforce for the future and create opportunities for young people to build links with local businesses to encourage them to stay in Cheshire East;
 - Build new partnerships with developers and funding bodies to create new models of investment to stimulate growth;
 - Build a strong partnership with Government and the Local Enterprise Partnership (LEP) to bring investment in sites, infrastructure and influence a national economic growth strategy to recognise the significance of Cheshire East and the wider sub-region;
 - Maximise the impact that the Council can have on the local economy through directing our spending power locally, developing a local supply chain; generating employment opportunities for local people and ensuring the economic impact of major policy decisions is understood – we need to place the economy the heart of our corporate plan.

- 10.6 The Local Plan sets out the land uses required to deliver growth, as the spatial interpretation of the vision. The principles set out in the draft Development Strategy reflect this wider vision for economic growth.

Consultation & Evidence

- 10.7 The Localism Act 2011 provided legislation for the abolition of regional plans. The Regional Spatial Strategy (RSS) for the Northwest Region was adopted in 2008 and looked ahead to the year 2021. Despite the government's best intentions the Northwest RSS has yet to be abolished – and along with other regional plans its revocation is currently the subject of strategic environmental assessment. Consequently the Regional Strategy remains part of the development plan for the time being. This means that the Cheshire East Local plan must accord broadly with the provisions of the RSS at least until 2021.
- 10.8 The Issues & Options Stage of the Local Plan set out high level choices for the scale and location of future growth in Cheshire East. This suggested options ranging between 1150 homes / 350 jobs per year through to 1600 homes / 950 jobs each year. Different options for the pattern of growth were also set out – with development either being concentrated in the south of the Borough and the main towns – or to a more even spread, including the option of Green belt adjustment in the north. A rural variant with greater dispersal of growth was also consulted on. Overall the option for higher growth received the greatest support, although comments were made in favour of all proposals.
- 10.9 The Council has produced Town Strategies for each of the eleven largest towns in Cheshire East. These were prepared in conjunction with the relevant town or Parish Council (apart from unparished Crewe & Macclesfield) and frequently also involved existing town partnerships or similar bodies. The model for these documents was provided by the neighbourhood planning 'Front Runner' project, funded by the CLG. The first phase of strategies were subject to consultation earlier this year, with the final six strategies consulted on during September.
- 10.10 The Town Strategies for Alsager, Middlewich, Congleton and Sandbach (in part) have now been signed off by the respective town councils. The Report of Consultation on these and the remaining documents are attached as Appendices 2 & 3, with links to the completed strategies in Appendix 4. The Town Strategies are intended to inform the Cheshire East Local Plan; consequently the Development Strategy endeavours to reflect the approved documents and consultation responses as far as is possible.
- 10.11 The Development Strategy is also supported by a strong evidence base. Key studies and areas of work within this include:
- Strategic Housing Market area assessment
 - Strategic Housing Land availability assessment
 - Employment Land review
 - Open Space & Green Infrastructure assessments
 - Renewable Energy Assessments
 - Strategic Flood Risk Assessment
 - Landscape Character assessment
 - Transportation Studies
- These are or will be published on the Council's web site

Duty to Co-operate

- 10.12 Under the Localism Act 2011 the Council is under a duty to cooperate with public authorities and infrastructure providers over the preparation of development plans. This provision was intended to ensure that after the RSS was abolished, there remained a means by which strategic planning issues can be properly addressed. Such issues are defined as larger than local issues that can not be dealt with by one local planning authority alone and can include, for example, the provision of major retail, leisure, industrial and other economic development across a travel to work area, the provision of significant new housing across a housing market area or the provision of infrastructure for transport, waste treatment, energy generation and water supply / quality.
- 10.13 In most instances the Duty to Cooperate relates to ensuring effective cross border working and cooperation with neighbouring authorities but can be wider than this and relate to other regional or national organisations, as well as other Councils beyond immediately neighbouring authorities. Issues around minerals and waste tend to involve the latter circumstances, especially as Cheshire East contains silica sand, a limited national resource. As a recently introduced requirement Councils are still coming to terms with how the Duty should best operate locally. However, recent evidence suggests that the Planning Inspectorate are taking this legal requirement seriously both when deciding if the duty has been met and if the issues identified have been appropriately addressed through the Local Plan.
- 10.14 Discussions have been held and remain ongoing with all neighbouring local Authorities. Those areas which are of most pertinent to the consideration of the Development Strategy are the interfaces across the Greater Manchester boundary in the north and the impact of growth proposals in Crewe and Alsager on regeneration in the Potteries.
- 10.15 In the north of the Borough there are two relatively large developments proposed on either side of the boundary – at Woodford (in Stockport) and at Handforth East. These are both new and largely self contained communities and raise similar issues in terms of the relationship with adjacent settlements. It is considered that the two can be viewed as complimentary and their impacts can properly be accommodated with suitable mitigation, the scope of which may need to extend across the Cheshire / Greater Manchester boundary.
- 10.16 Similarly the proposed SEMMS road also cuts across the northern border – but as route safeguarded in previous plans this road is likely to move into its implementation and construction phase early on in the plan period. Within the City of Manchester major developments are proposed for the airport; which will underline its role as a regional transport and employment hub. Development here, combined with SEMMS, reinforces part of the case for additional housing at Handforth. Elsewhere however there remains a case for selective employment in the north of Cheshire – and the scale and nature of employment development at the airport is considered to be a sufficiently different offer to ensure the two will be complementary. Overall there is a need to ensure that development within Cheshire does not undermine strategic objectives within Greater Manchester and visa versa – and we believe the Development Strategy strikes a suitable balance in this regard.

- 10.17 In relation to Crewe and Congleton, there has long been a concern from the North Staffordshire Authorities that development in the south of Cheshire will undermine regeneration in the Potteries conurbation. Whilst the two areas are relatively close geographically, they remain culturally and regionally distinct. Crewe, in common with the rest of Cheshire is very much part of the North west of England and via its rail links has connections further afield than just its Staffordshire neighbours. Historically cross border commuting has been relatively limited – especially compared with the flows between Greater Manchester and Cheshire. Consequently there is a real sense in which development in Crewe serves its own distinctive role with the Cheshire & Warrington Sub region and provides a different offer to that in locations such as Stoke-on-Trent
- 10.18 Equally both Crewe and Congleton have their own case for growth and development , based on their own unique circumstances and requirements. In Congleton the need to boost employment provides the driver; in Crewe it is the wider regeneration of the town based on its rail connectivity which is the key. In both cases the proposals in the Development Strategy should be viewed as complementary and not contradictory to the needs of Staffordshire.
- 10.19 With regard to Cheshire West cross border issues are based mainly around the relationship of Winsford and Middlewich. The latest proposals from Cheshire West suggest that Winsford will become a centre of both housing and employment growth. This raises the issue of connectivity to the M6 at Junction 18 – a route that currently passes directly via Middlewich Town Centre. However there is also a related issue of cooperation in the planning for Middlewich where the Borough Boundary is drawn very tightly around the town and land within Cheshire West may be required to meet certain objectives of the Town Strategy. Accordingly there is an opportunity to consider these issues in tandem.
- 10.20 The need now is to take forward the cross border issues which have been identified to date and to look in more detail at how these can be addressed as part of the plan preparation process. Ultimately, if agreement can not be reached on a policy outcome following a joint working process, then this will need to be resolved through the examination process based on the evidence.

11.0 STRATEGY & POLICY

The Context for the Plan

- 11.1 Cheshire East is one of the most successful economies outside of the south-east of England and a highly desirable place to live and work. The Borough has a strong industrial heritage from the rail engineering in Crewe to silk manufacturing in Macclesfield. Cheshire East retains today an entrepreneurial business base which has shown resilience during the recent recession.
- 11.2 Like everywhere across the UK, manufacturing employment is reducing but in Cheshire East we still have a higher presence of manufacturing than the NW or the UK, reflecting the strong industrial heritage and the growing number of local manufacturing businesses some of whom are expanding at a rapid rate. High-skill sectors such as Pharmaceuticals, Automotive, R&D also have a strong presence. Cheshire East accounts for 5.6% of the North-west's total

employment, but made up 36.9% of the region's scientific Research & Development jobs.

- 11.3 There are many factors which underpin the economic success of the area, including the connectivity into major infrastructure. Cheshire East lies at the heart of the Country's major road and rail network, connecting the north west into the Midlands and South East, with Crewe to London journey times of 1 hr 40mins by rail. The rich and diverse natural environment and close proximity to the Peak District and major cities make Cheshire East a very desirable place to raise a family. There are low levels of crime and a strong education offer.
- 11.4 Cheshire East is made up of a number of very distinctive market towns that provide a vital economic and social hub for rural communities and many towns are currently facing the same challenges in terms of vacancies on the high street and the threat of internet and out of town shopping.
- 11.5 This is one reason why the Council cannot be complacent about the future of our economy. In an increasingly competitive global economic environment Cheshire East must compete strongly to retain our economic success and continue to build new enterprises that are able to compete in a global market place.
- 11.6 To do this over the next twenty years there is a need to invest strongly in our infrastructure network. We need to make it easier to get from place to place within Cheshire East, but importantly ensure Cheshire East is better connected to other economic centres such as Manchester and the South East. This means building new roads, ensuring we have high speed broadband, improving rail stations and taking advantage of new national infrastructure such as High Speed2.
- 11.7 The Borough must also have a supply of new, high quality employment sites that take advantage of the infrastructure network. This means identifying more land for development, but linking new sites with appropriate infrastructure to ensure the creation of jobs.
- 11.8 The Council must protect, invest and reinvigorate our market towns through a town centre first policy and create the rich and diverse retail and social offer that can continue to be at the heart of community life.
- 11.9 We must protect as much of our natural environment as possible, and where new development is necessary we will 'swap' green belt allocations to limit the impact of new building and safeguard the best of the Cheshire countryside.

Overall Spatial Strategy

- 11.10 Cheshire East is a great place to live and work; but it will only remain that way if changes and evolves to meet the needs of future generations. That change needs to be managed so that it reinforces the advantages the area already possesses – and not work against them.
- 11.11 The Development Strategy maps out the jobs, homes, commerce, infrastructure and community facilities that the area will need in the future. The Council is

committed to a jobs-led growth strategy that places the prosperity of our citizens at the heart of everything we are seeking to achieve

11.12 This is in many ways a federal plan – recognising the distinctive character of different parts of the Borough and acknowledging that there is no single county town that dominates the area. The core principles are:

- Concentrate development in the two largest towns of Crewe & Macclesfield. Development that is necessary to support the regeneration of Crewe & Revitalisation of Macclesfield
- Development of the medium sized towns - Key Service Centres – linked to their distinctive needs and characteristics. Those in the north of the central belt of the Borough will carry proportionately a greater part of development.
- Key Service Centres in the north of the Borough will accommodate correspondingly less development, recognising green belt constraints.
- Up to three new settlements are planned – at Handforth, Crewe Hall and Barthomley; these will provide jobs and homes in a planned environment with good infrastructure, rather than loading onto the periphery existing constrained settlements
- Significant new employment areas will be delivered to underpin our strategy – at Basford in Crewe, Radway Green / J16 near Alsager, J17 at Sandbach, Middlewich, North Congleton, South Macclesfield and at Wardle. Existing key employers will be supported to grow and develop.

11.13 Connectivity is the key to achieving this growth, maximising the benefits of Crewe as a national rail hub and exploiting the potential of Wilmslow and Macclesfield Stations. Substantial new road infrastructure will be required to open up the east of Cheshire and connect the M6 with main settlements and surrounding major roads.

11.14 The strategy also adopts a ‘town centre’ first approach to retailing and commercial development, supporting but changing the way town centres perform and function.

11.15 Aside from areas allocated for necessary development the unique character and distinctiveness of the Cheshire countryside will be protected and enhanced. A new Green Belt is proposed to separate the historic town of Nantwich from Crewe – and a new ‘Strategic Open Gap’ policy will preserve undeveloped areas between Crewe, Sandbach, Middlewich and adjoining areas. Fresh Landscape Character policies will apply across the Borough and the periphery of the Peak District National Park will be protected.

Jobs & Employment

11.16 Jobs and prosperity are at the heart of the Development Strategy. Accordingly the strategy seeks to promote the right conditions for job growth – by boosting the delivery of existing major employment sites, improving connectivity and

identifying new areas for future investment and expansion. The starting point for this is an assessment of current employment land and assets.

- 11.17 The Employment Land Review 2012 considers the demand for and supply of employment land in Cheshire East between 2009 and 2030. The review considers all employment land uses that fall within Use Classes B1 (offices, research and development and light industrial), B2 (general industrial) and B8 (storage and distribution). It shows that Cheshire East is a key economic driver for the North West region. The local economy provides 6.4% of the North West's economic output and contains 7.5% of its businesses.
- 11.18 The Employment Land Review forecasts that there is a need to provide between 277.8 ha and 323.7 ha of land for employment purposes between 2009 and 2030 across the whole Borough based on current or past trends. This equates to between 13.2 ha and 15.4 ha per year.
- 11.19 A review of the sites currently considered to be part of the supply of land for employment development indicates that 272.4 ha of land from the existing employment land supply should be retained for employment in the future.
- 11.20 A review of current areas in use for employment areas shows that although the vast majority of these are still likely to be in use for employment purposes by 2030, a number may have ceased to serve a useful economic function and be better used for other purposes
- 11.21 The Employment Land Review therefore provides a baseline from which to build. In order to ensure the future prosperity of the area and to assist in the national growth agenda it is proposed that further employment land be identified in key locations, to provide further economic opportunities. Some of these will be phased to later in the Plan period to give the best opportunity for existing sites to grow.

Transport & Connectivity

- 11.22 Improved Connectivity forms a vital part of the development strategy – and goes hand in hand with new development opportunities. Better transport is both a driver for economic growth – but new development is also a means of securing new infrastructure. The Strategy highlights the role that Crewe Station can play in leading the regeneration of the whole town; this position could also be greatly enhanced by the advent of HS2. The fast rail links to Manchester and London are also key advantages of Macclesfield and Wilmslow Town Centres.
- 11.23 New Road infrastructure is also promoted and protected via the strategy – the dualling of the A500 is critical to future growth in Crewe as are improvements to junctions 16 & 17 of the M6. A new northern link road is proposed around Congleton to both relieve existing congestion and also open up new land, especially for employment development. This in turn will facilitate links into Macclesfield – where a southern and south-western link road is planned, connected to new development. To cement linkages with Greater Manchester and the new SEMMS route a Woodford-Poynton relief road is proposed

Housing growth

- 11.24 The provision of housing in any development plan reflects a combination of evidence and policy. The various strands of evidence may point towards a particular figure or range of housing to be provided; the application of policy then may suppress or elevate that figure according to the desired objective in mind.
- 11.25 In Cheshire East there are a number of factors that influence the scale and location of future housing. In terms of overall quantum, whilst the RSS remains part of the Development Plan, the housing totals to 2021 need to have regard to the policies of the Regional Plan. The Housing Provision figure within the RSS is 1150 homes pa. Alongside this, the NPPF advises that Local plans need to meet the full, objectively assessed housing needs for their area. In addition there is also the ongoing requirement to identify a five year 'deliverable' supply of housing – and a further ten years worth of 'developable' sites or broad locations for housing.
- 11.26 In terms of evidence, the starting point is demographic information. The Council commissioned a range of forecasts to be produced using POPGROUP software based on the Office for National Statistics (ONS) indicative estimates for 2010. This led to ten demographic scenarios being considered in total. It produced a wide range of outputs for growth from the narrow view of providing for the likely needs of the existing population only (i.e. natural change) to a wider view based on providing for continued economic prosperity.
- 11.27 The Natural Change forecast estimated that the population would grow by around 2,500 people over 20 years, needing 495 homes pa, but with a reduction of 11,900 people in the Borough's labour supply.. At the other extreme, the 2010 based sub-national population projections estimated that the population would grow by 47,800 people, requiring a need for an additional 1,600 dwellings per annum which would increase the labour supply by 12,100 people by 2030.
- 11.28 Whilst it might be tempting to simply follow the natural growth option, Cheshire East is not an island with sealed borders; indeed evidence from the 2011 census suggests a highly mobile population with considerable movement of people in and out of the Borough. Equally projections at the opposite end of the scale also tend to over simplify the picture. Accordingly a more moderated projection is to be preferred – suggesting a population increase of 33,600 people needing 1350 homes pa is a better estimate for the future.
- 11.29 Demographic information is however only part of the evidence The Strategic Housing Market Assessment confirms that Cheshire East indicates an annual shortfall of 2,753 open market dwellings and a net requirement for 1,243 affordable homes each year. The Strategic Housing Land Availability Assessment (Update 31st March 2011), considered suitable sites for housing could potentially provide a total of 31,880 dwellings over the next 15 years, of which about 7,000 homes would be on brownfield sites with a further 3,700 on sites that are a mix of brownfield and greenfield.
- 11.30 Therefore the demographic and housing market evidence currently available to the Council all suggest that there is an ongoing need to provide additional housing in Cheshire east. This reflective of population growth, changes in household size and composition, family breakdown and other societal changes

plus patterns of migration within the UK (and beyond). Set against these 'elevating' factors are matters which serve to constrain supply; these include green belt, infrastructure limitations, highway capacity and environmental designations. Having factored these issues together it is proposed to gradually increase housing provision from its current RSS annual total of 1150 dwellings through to an average annual provision of 1500 homes pa after 2020.

Period	2010 - 2015	2016-2020	2021-2025	2026-2030	Total
Annual average	1150	1250	1500	1500	1350
Totals	5,750	6,250	7,500	7,500	27,000

11.31 The proposed increase in housing provision over the plan period is reflective of the NPPF advice to "boost significantly" the supply of housing land and yet also recognises the low rates of building at present and the likely timelines in getting some new allocations up and running.

Five Year Supply of Housing Land

11.32 The NPPF requires that Council's identify a five year supply of 'deliverable' supply of housing land, plus a 5% 'buffer'. The strategic sites in the Development Strategy have been chosen so that they will meet the housing needs of the area over the whole plan period – but they have also been selected so that there are sufficient sites that will improve housing supply with immediate effect. This will significantly improve the range of sites available – and ensure that a pipeline of supply is now in place.

11.33 Based on the range of sites selected, the Council can now demonstrate that a five year supply of housing land (plus buffer) has now been identified. . It is proposed that this be documented in a separate housing supply paper

Town Centres

11.34 The Strategy adopts a 'town centre first' approach that supports the revitalisation of the principal town centres. In particular Crewe and Macclesfield Town centres are identified as major points for growth. In Crewe this is complimented by regeneration based on the railway station – as a further 'hub' of growth

GREEN BELT & COUNTRYSIDE

11.35 As well as promoting new growth and development the strategy also seeks to protect and enhance the best of the Cheshire Countryside. The Council recognises that some development has to take place within the green belt in both the north and the south of the Borough. This is necessary in the exceptional circumstances of achieving sustainable development over a period of several decades. However review also allows for the potential for new green belt to be explored. An ongoing issue since the creation of Crewe as a railway town in the 19th century has been its relationship with Nantwich – the ancient major settlement in the south of Cheshire whose origins date back to the roman era. It has long been the policy of successive Councils to protect the character of this historic town; we now propose that this is done through the medium of green belt.

The Case for Green Belt Review

- 11.36 The key characteristic of green belt is their permanence and openness; they are intended to be a long term policy for the protection of countryside linked to an adjoining town or conurbation. The NPPF maintains the five purposes of including land in the green belt. These are:
- to check the unrestricted sprawl of large built-up areas;
 - to prevent neighbouring towns merging into one another;
 - to assist in safeguarding the countryside from encroachment;
 - to preserve the setting and special character of historic towns;
 - to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.
- It also emphasises that green belt boundaries should only be altered in 'exceptional circumstances' and via the means of a local plan review.
- 11.37 Given that the Cheshire East Local Plan is a new planning strategy for a 'new' borough, it is timely and appropriate to consider whether any review of green belt boundaries should take place. Such a review is not automatic; indeed the need to maintain green belt in the long term and the exceptional circumstances necessary for any changes, ensure that the presumption is therefore one of no review and no change.
- 11.38 In the North of Cheshire East greenbelt forms part of the protective band that encircles the conurbation of Greater Manchester. Green belt in this locality has persisted for several decades – with selected boundaries last altered in the 1980's. The Northwest RSS reinforced the role of green belt and indicated that there should be no review of green belt in Cheshire until after 2011. Currently in the north of the Borough there are only two relatively small areas of 'safeguarded land' – open land not washed over by green belt but reserved for future development needs. Accordingly aside from recycling land within the urban area there is very limited opportunity for new development in north Cheshire; the use of brownfield sites will continue to provide some sites – but they will be inevitably limited in terms of scale and location – with the majority of land being confined to the larger town of Macclesfield.
- 11.39 Against this context of long established, tightly drawn boundaries plus limited safeguarded land – and at a time of preparing a new plan which looks ahead across a wide area to the 2030's –it is timely now to embark on a green belt review. Consequently the Council has assessed both locally and strategically the ongoing need for green belt in the north of the Borough.
- 11.40 There is no doubt that the fundamental rationale for green belt in north Cheshire remains; the need to provide open land around Greater Manchester and prevent adjacent towns merging is as strong as ever. Equally, despite the huge strides taken in recent years, there is also a continued need for regeneration in certain parts of the conurbation. These are all factors that therefore weigh heavily in favour of maintaining a strong green belt policy.
- 11.41 Where the issue of green belt becomes more pressing however is at the local level – particularly in terms of the sustainability of existing towns. Existing safeguarded land is confined to Handforth & Wilmslow and extends to just 22 Ha. In Macclesfield (a town over 50,000 population) there is no safeguarded land at

all – and the same is true of Knutsford & Poynton. Hence there is no land that can be earmarked for new developments, should the need arise in the coming years. This creates a stark choice in these towns – either manage for the next 20-30 years within the confines of existing urban boundaries (essentially maintaining them for a period of well over half a century) – or to consider amending the green belt.

- 11.42 Before the latter course is adopted thought should first be given to whether needs can be met in towns beyond the green belt. In the case of North Cheshire, the Green Belt extends southwards beyond Macclesfield and Chelford – and includes all of the north west of the Borough around Knutsford. The next Key Service Centres that could accommodate some of this additional growth are Sandbach, Congleton & Middlewich. Whilst to some degree these areas can accommodate proportionately more development, there is no sense in which building in these towns can reasonably be considered to support the sustainability of large discrete settlements sometimes ten or fifteen miles to the north.
- 11.43 In addition to this thought must also be given as to whether Greater Manchester itself can accommodate future development needs. For the most part across south Manchester green belt boundaries are also drawn very tightly – and it is necessary to travel within the M60 or further north and eastwards before sizeable brownfield development opportunities present themselves. There are two notable exceptions to this; Manchester Airport is currently the focus of considerable additional development, centred on its enterprise zone. This of itself however can be considered a driver for more growth in the north of Cheshire. Equally the demise of another aerodrome – at Woodford - also provides development opportunities close to Wilmslow and Poynton. Neither of these sites are entirely free of their own green belt issues – and whilst they can accommodate some ‘footloose’ development that might seek a north Cheshire location, they do not address issues within the north Cheshire Towns themselves.
- 11.44 The fundamental purpose of the planning system is to achieve sustainable development. As well as balancing the principal social, economic and environmental factors, the phrase also implies there will be ‘development’ – that is building and growth are part and parcel of sustainability. As has been discussed above, there is very limited opportunity for new development in the vicinity of Macclesfield, Knutsford, Poynton, Handforth & Wilmslow. For the most part, any new school, business, housing or community facility – all things normally considered necessary to sustain a town – must either be built as an ‘exception’ to the green belt or not at all. This cannot be considered a sensible or responsible approach to take for another two decades or so. Accordingly if sustainable development is to be achieved in these towns it follows, that an adjustment of green belt must be considered. This, combined with the timing of a wholly new plan, is considered to be the exceptional circumstances that would warrant green belt review.
- 11.45 Accordingly the Development Strategy proposes limited alteration of green belt boundaries to accommodate sufficient development and safeguarded land to ensure the future sustainability of the northern towns.

New Settlement

- 11.46 If the need for Green Belt alteration is accepted in the north of Cheshire, the next consideration is how and where the boundaries should be amended. In particular there is a need to secure the most sustainable approach to that development. The NPPF suggests that a good means of achieving sustainable development is through new settlements with self contained facilities and properly planned infrastructure. This contrasts with loading development on to restricted locations with constrained infrastructure.
- 11.47 Consequently the Development strategy proposes that a proportion of development in the northern green belt towns be consolidated into a single, sustainable settlement – to be located near Handforth. Sometimes termed a ‘green belt swap’ this concept seeks to minimise the impact on the green belt – whilst still locating development sufficiently close to support and sustain nearby towns.

South Cheshire Green Belt

- 11.48 Green Belt also occurs in the south east of Cheshire close to the Staffordshire border. This green belt forms part of the wider band that surrounds the various towns and settlements of the Staffordshire Potteries.
- 11.49 The Green belt issue that arises in the south east of the Borough is quite different from that in the north and is entirely focussed in its significance and consequences. In terms of Cheshire east Crewe is the primary focus for regeneration and economic growth. The all Change for Crewe programme cogently makes the case for the comprehensive revitalisation of the town.
- 11.50 Regeneration and growth in Crewe is dependent on good communications. First and foremost this means the town’s role as a national rail hub (a role that could be significantly enhanced by HS2). However improved road communications are also vital to the town’s success. Currently Crewe is connected to the M6 by the A500; whilst this road is dual carriageway for much of its length the pivotal 2.25 miles closest to the M6 is only single carriageway. This section is already heavily congested; if Crewe is to be developed further the dualling of the A500 is considered to be a vital infrastructure improvement.
- 11.51 This therefore rises the question as to how this improvement is to be secured. In this regard there are two central factors – land and finance. The land surrounding the road is owned by the Duchy of Lancaster – as such it cannot be acquired by compulsion, only by agreement. Secondly, and more critically, is the matter of funding. Crewe itself already has substantial infrastructure needs – a legacy of its rapid expansion as a 19th century railway town. Consequently developments in and around Crewe itself are likely to be fully committed in supporting upgrades to the town’s internal infrastructure & communications – its most unlikely that the dualling of the A500 can be funded in this way.
- 11.52 Accordingly this then leads to the whether development in the A500 corridor itself could provide the means of delivering the necessary road improvement wholly or in part. The route of the road runs roughly three quarters of a mile south of the current Green Belt Boundary (defined by the Crewe – Alsager Railway). Adjustment of the green belt in this locality would be unlikely to impinge on the

wider integrity of the green belt surrounding the Potteries. However it could greatly assist in securing key infrastructure in a way that development elsewhere would not. Consequently there is a case for exceptionally considering development in the specific circumstances of the A500 corridor.

Nantwich green belt

- 11.53 The final element of new green belt policy within the Development strategy is the proposal to create a new green belt around the historic town of Nantwich. Nantwich dates at least from the Roman era when it was known for its salt production and the town continued to prosper as a centre for the salt trade through the middle ages and into the 18th Century. As such it remained the pre-eminent settlement in South Cheshire for much of this time.
- 11.54 This situation was fundamentally changed by the construction of the Grand Junction railway to the east in 1837 – which in turn spawned the completely new town of Crewe. Since then Crewe has grown apace so that it is now approximately 6 or 7 times larger than its ancient neighbour.
- 11.55 Successive Councils have sought to preserve the different identity of each town – and maintain an area of open land between them. This has led to the popular ‘Green Gap’ policy within the Crewe & Nantwich Local Plan. However with the expansion of Crewe in recent years there remains continued pressure on the narrow gap that now separates the two towns. This pressure looks set to continue into the future – especially as Crewe continues to be the pre-eminent economic growth point in the south of Cheshire.
- 11.56 This inevitably leads to questions as to whether the green gap is the right policy to deal with the planning challenges of the coming years – and whether that alone is sufficient to stem the slow erosion of openness between the two towns. In such circumstances it is therefore appropriate to consider creating a new Green Belt as the long term answer to an issue that has been steadily brewing for the past 150 years.
- 11.57 The NPPF advises that new green belts should be created only exceptionally – and usually when it is associated with major development proposals. Councils need to:
- demonstrate why normal planning and development management policies would not be adequate;
 - set out whether any major changes in circumstances have made the adoption of this exceptional measure necessary;
 - show what the consequences of the proposal would be for sustainable development;
 - demonstrate the necessity for the Green Belt and its consistency with Local Plans for adjoining areas; and
 - show how the Green Belt would meet the other objectives of the Framework
- 11.58 Since the green gap policy was first drawn up, circumstances have changed considerably. Crewe now finds itself as the largest town in a County Borough of 370,000 people; it has been identified as a key driver for growth in the Cheshire & Warrington sub region – a position that will only be intensified if HS2 is

confirmed. After years of discussion major new employment sites at Basford are now on the cusp of commencement. Considerable new development is also planned for other areas on the periphery of town. At the same time planning applications continue to be made for major residential development within the green gap – indicating that it lacks credibility as a planning policy in the minds of strategic land buyers and development interests.

- 11.59 The separation of Crewe & Nantwich by green belt will allow each town to grow in parallel and at a pace commensurate with its particular scale and identity. Sufficient space would need to be provided to the north and south of Nantwich to ensure there was sufficient space to grow in future years. Equally Crewe retains capacity to grow and develop in other directions. Accordingly, if drawn up correctly, the green belt would reinforce the sustainable development of each town.

- 11.60 In terms of the green belt objectives, the new green belt would clearly meet at least three of the five stated objectives – namely to prevent neighbouring towns merging into one another; to assist in safeguarding the countryside from encroachment and to preserve the setting and special character of historic towns. To reinforce this latter point, the green belt could be extended to protect the historic battlefield site north west of the town – the setting for civil war conflict in 1644. Overall it is expected that the green belt would be relatively small – extending to perhaps 1000 Ha. Green Belts of this size are already established – for example the designation separating the towns of Swadlincote and Burton on Trent extends to a mere 700 Ha.

- 11.61 If the Green Belt policy was confirmed within the Local plan Core strategy, detailed boundaries would need to be established within the subsequent site allocations document.

Strategic Open Gap

- 11.62 In addition to this two further new countryside policies are proposed. To reduce the risk of Crewe, Sandbach, Middlewich and related villages merging into an uncoordinated conurbation, it is proposed to designate new areas of 'strategic open gap' that will ensure their remains openness around these towns. This will replace existing 'green gap' policy.

- 11.63 It is a core planning principle within the NPPF that people should be empowered to shape their surroundings and enhance and improve places where they live. The Framework also recognises the varying roles and character of different areas – and recognises the intrinsic character and beauty of the Countryside. In all the principle of sustainable development is the 'DNA' running through the planning system.

- 11.64 One of the key results of the consultations so far is the local support for policies that retain the distinct character of individual settlements – and in the Crewe area for the policy of 'Green gap' that helps maintain this objective. Around Crewe there are particular issues with the spread of development around the town – and this is also matched by areas further to the north. Between Sandbach and Middlewich the development of the large brownfield site at the Albion works erodes the sense of separation between the two communities. Likewise there is a

similar risk of gradual erosion of countryside north of Crewe in the arc between Leighton Sandbach and Haslington.

- 11.65 It would not only contradict clear local sentiment, but also the principles of sustainable development if a gradual merging of these areas took place. Accordingly it is proposed that 'Strategic Open Gap' be identified to cover key areas of land in these localities. This will underline and reinforce the sensitivity of these areas, complimenting normal countryside policies. The site allocations document and proposals map will set out the detailed boundaries of the land concerned.
- 11.66 Elsewhere Cheshire East is proud to encompass part of the second most visited national park in the world – the Peak District National Park. To ensure that this national designation is given the best possible protection along its border, a new 'buffer zone' is proposed that will safeguard the amenity and visual character of the national park itself.

12 STRATEGIC SITES

- 12.1 The Development strategy is supported by the identification of land for development. This falls into several categories:
- Strategic site – where the boundaries of the site are clearly defined
 - Strategic locations – where the broad locality is known – but where further work may be necessary to specifically identify the appropriate site boundaries
 - Areas of Search. This applies to the need to identify development land well into the future. It may be most appropriate to bring forward detailed proposals through the Site Allocations document or possibly an area action plan.
 - Corridors of interest. Where new road proposals are under consideration but a formalised protected line has not yet been identified the Strategy refers to 'Corridors of Interest' to describe the swathe of land where the road is likely to be located.
- 12.2 The strategic Sites are located for the most part within the Principal towns or the Key Service Centres. It is these towns that have the infrastructure and facilities that are best able to support new jobs, homes and other development. These larger towns have also been the subject of the recent 'Town strategies' each prepared according to neighbourhood planning principles. Consequently the vast majority of strategic sites have already been the subject of consultation as part of the Town Strategies.
- 12.3 Where a town Strategy has already been approved by the relevant town council the Development strategy wherever possible reflects the preferred sites or options set out in that strategy. However, in some cases the consultation process has also thrown up new sites for consideration; accordingly there are a small number of sites that have not previously been the subject of consultation.

Strategic Sites in Crewe

Preferred Strategic Sites	Proposed Uses	Commentary
---------------------------	---------------	------------

1	Crewe Town Centre	Primarily retail, leisure and commercial uses including offices, restaurants, cafes and bars. Also in the region of 200 homes including student accommodation	The town centre is an important focus for regeneration to improve the range of retail units and to introduce leisure, cultural and residential development to improve its vitality, in accordance with the 'Town Centre First' objective.
2	Crewe West/Dunwoody Way	700 homes and / or appropriate employment uses.	Currently partly occupied by Bombardier, this brownfield inner urban site represents an opportunity for redevelopment for a variety of uses
3	Basford East	45ha of employment land to provide about 4000 jobs, 1,000 homes, a new local centre including a GP surgery, a primary school, new retail and a community venue.	A longstanding allocation for employment development, this is a high priority in the draft Crewe Town Strategy and the All Change for Crewe prospectus. A mix of uses is necessary to produce a viable development – but the fundamental objective remains the creation of a high quality employment area
4	Basford West	35 ha of employment land to provide 2,000 jobs, 300 new homes, a new local centre, hotel and significant green open space/woodland areas	Also a longstanding allocation for employment development, this is a high priority in the draft Crewe Town Strategy and the All Change for Crewe prospectus. A mix of uses is necessary to produce a viable development – but once again the mix is subordinate to creating a business environment suitable for manufacturing and distribution
5	Leighton West	5 ha of employment land, space for extension of Leighton Hospital, 750 new homes including affordable homes and key worker housing for employees at Leighton Hospital, new local centre including and community centre, country park and other open space, new bus interchange and road improvements. Potential for geothermal district heating scheme.	A greenfield site which provides an opportunity for a mix of uses and provides land for the expansion of Leighton Hospital. A sustainable location on the edge of town close to the Bentley works, Crewe's largest employer. Development will need to support key improvements at Leighton Hospital
6	The Triangle	300 new homes, open space and new pedestrian and cycle links	A greenfield site, outside the green gap and close to the villages of Shavington and Wybunbury. It is largely surrounded by existing residential properties.

7	East Shavington	300 new homes, local centre including retail, community facilities, open space and new pedestrian and cycle links	A greenfield site, outside the green gap and on the eastern edge of Shavington with good public transport and close to the Basford employment sites. It is proposed this be phased to give priority to the delivery of the nearby Basford sites
8	Crewe Rail Exchange Zone	Improvements to Crewe Railway Station and its surroundings, 53 new homes and 5000 sq m retail development in Mill Street, expansion of existing sports and leisure hub at Crewe Alexandra Football Club and new office/commercial development in Macon Way.	The area is characterised by a variety of uses, including traditional employment activities along Macon Way, but is generally noted to be underutilised and a poorly presented entry point to the town for rail passengers and those accessing Crewe by car from the M6 junctions 16 and 17. This area provides the opportunity to create a high quality gateway into Crewe, including a new entrance to the station, new bus interchange and redevelopment of the surrounding areas. Improvements in the linkages between the station and the town centre is a key objective.

Strategic Sites in Macclesfield

Preferred Strategic Sites		Proposed Uses	Commentary
9	Macclesfield Town Centre	Primarily retail, commercial and leisure development, about 400 new homes and improved pedestrian and cycle links with the rest of the town.	There are redevelopment opportunities within the town centre for a variety of uses including retail and residential development in accordance with the 'Town Centre First' objective
10	South Macclesfield Development Area	5ha of employment land, retail development (convenience goods), new link road, 900 new homes, green infrastructure and open space, improved pedestrian and cycle links.	This is a long standing allocation for employment use that has not come forward. The introduction of higher value uses will produce a viable scheme that will deliver the necessary infrastructure
11	Land between Congleton	10 ha of employment land, new South West link road, local centre including retail,	A large greenfield allocation of a scale to deliver the new link road and other infrastructure requirements. It

	Road and Chelford Road	primary school, secondary school, community facilities, between 750 and 1500 new dwellings, significant new open space, additional land reserved for development beyond 2030.	would involve the redrawing of the Green Belt boundary. Although the entire area is not required it is important to ensure that, over the long term, space remains for future growth.
12	Land off Fence Avenue	300 new homes, open space, new pedestrian and cycle links.	A sustainable site close to Macclesfield Town Centre and Rail Station. It would involve a redrawing of the Green Belt boundary. The full site extends to around 14ha, however all of the land would only become available if there was a future consolidation or relocation of the school facilities.

Alsager

Preferred Strategic Sites		Proposed Uses	Commentary
13	Twyfords	450 new homes, retention of existing offices, new open spaces and improved pedestrian and cycle links to the town centre, railway station, Excalibur Industrial Estate and Talke Road. Potential for specialist older persons accommodation, additional employment development, local retail facilities and community facilities.	A substantial brownfield site to the east of Alsager with opportunities to provide a wide range of uses including residential and employment
14	Former Manchester Metropolitan University Campus	400 new homes, together with sports and leisure hub, open space and improved pedestrian and cycle links. Potential also for older persons accommodation, local retail facilities and community facilities	A brownfield site on the west of the town which is available for redevelopment following the consolidation of MMU South Cheshire Campus at Crewe
15	Radway Green	10 ha of employment land, open space and improvements to pedestrian and cycle links	An extension and redevelopment of a well established employment site to the west of Crewe

Congleton

Preferred Strategic Sites		Proposed Uses	commentary
16	Back Lane and Radnor Park	10 ha of employment land, local retail, 500 new homes, new primary school, open space and recreation facilities dependent on and to be served by new Congleton Northern Link Road. New pedestrian and cycle links. Additional land for development beyond 2030 to cater for about a further 500 homes.	The extension of the existing Radnor Park industrial estate to allow for the expansion and relocation of existing businesses together with residential development and recreation facilities associated with the Northern Link Road
17	Congleton Business Park Extension	10 ha of land for employment/commercial use, 400 homes including affordable housing, new local centre including primary school, open space, new pedestrian and cycle links, dependent on and to be served by proposed Congleton Northern Link Road. Additional land for development beyond 2030 for a further 500 homes.	The extension of the Congleton Business Park together with residential development associated with the Congleton Northern Link Road
18	Giantswood Lane to Manchester Road	650 new homes, new primary school, local retail facilities, open space dependent on and to be served by proposed Congleton Northern Link Road. New pedestrian and cycle links. Additional land for development beyond 2030.	New residential community associated with the proposed Congleton Northern Link Road
19	Manchester Road to Macclesfield Road	500 new homes including affordable houses, new primary school, local retail facilities, open space dependent on and to be served by new Congleton Northern Link Road. New pedestrian and cycle links.	New residential community associated with the proposed Congleton Northern Link Road

Knutsford

Preferred Strategic Sites		Proposed Uses	commentary
20	Parkgate Extension	6 ha of employment land subject to site access improvements. Improved pedestrian and cycle links. Additional land (11 ha) to be safeguarded for future development beyond 2030.	This site is located to the north and east of Parkgate Trading Estate. The site is predominantly greenfield and covers an area of around 20ha. Outside the green belt.

21	North West Knutsford	5 ha of employment land, 350 new homes, new primary school, open space, local retail facility. Additional land to be safeguarded for employment and housing development beyond 2030.	Sustainable urban extension to the town which would require an alteration to the Green Belt boundary. There is an area of Protected Open Space to the south of this site which is to be removed from the Green Belt and protected for open space and sports uses.
----	----------------------	--	---

Middlewich

Preferred Strategic Sites		Proposed Uses	commentary
22	Brooks Lane	400 new homes (although this would be reduced to 200-300 new homes if a marina is provided as part of the development), local retail facility, improvements to canalside environment and improved accessibility to town centre for pedestrians and cyclists	An existing industrial area close to the town centre which is proposed for comprehensive redevelopment
23	Glebe Farm	500 new homes together with open space and improved pedestrian and cycle links. The development would be expected to provide some funding towards the completion of the Middlewich Eastern Link Road.	A greenfield site to the south of the town, development associated with the completion of the Middlewich Eastern Link Road
24	Midpoint 18 extension	Up to 70 ha of employment land. The release of this site would be expected to occur only after the completion of Midpoint 18 Phase 3 for which outline planning permission has been granted. The development of Midpoint 18 Phase 3 is itself dependent upon the completion of the Middlewich Eastern Link Road. The allocation of this site may also provide a additional financial contribution towards the Link Road.	An extension to the Midpoint 18 employment area, to be developed towards and beyond the end of the Plan period

Nantwich

Preferred Strategic Sites		Proposed Uses	Commentary
25	Kingsley Fields	2-3 ha of employment land, 1000 new homes, local centre including local retail, and community facilities. A new primary school or a financial contribution for education provision would be required. Substantial open space to be provided including an extension of the Riverside Park between Reaseheath College and the Town Centre. Improved pedestrian and cycleways including links to the Connect 2 Greenway route. The development would include a new road link to Waterlode, the realignment of the A51 through the site and would assist in funding improvements at the Burford Cross Roads.	A greenfield site which provides the opportunity for a sustainable extension to the town delivering community infrastructure, including open space, road improvements and pedestrian and cycle links
26	Snow Hill	Regeneration for a mix of uses including offices, leisure/hotel, retail, 60 new homes, community facilities and parking. The existing swimming pool to be retained. The design of the scheme will provide for strong pedestrian and linkages between the site and the town centre. Open space to be provided including an extension of the Riverside Park.	A brownfield site close to centre which offers the opportunity for regeneration of this part
27	Stapeley Water Gardens	2ha of employment land including a new garden centre, 250 new homes including affordable homes, open space and improved pedestrian and cycle links.	A mix of greenfield and brownfield part of which already has planning permission for a mix of housing and employment.

Sandbach

Preferred Strategic Sites		Proposed Uses	Commentary
28	Land adjacent to Junction 17 of M6, south east of Congleton Road	20ha Business Park, hotel, 700 new homes, retention/strengthening of Wildlife Corridor, allotments, new local centre including primary school, open space, improved pedestrian and cycle links. Development of the site will be dependent on the prior delivery of improvements to Junction 17 of the M6.	A greenfield site which provides the opportunity for a high quality business park together with residential development
29	Former	16,000 sq m of employment	This former factory site has

	Albion Chemicals	floorspace, 375 new homes, local retail, restaurant, leisure and open space	recently been cleared and now comprises a hardcore surface. The former sports ground was predominantly undeveloped but does include the Grade II listed, Yew Tree Farm House, which dates from the 16th century, with 19th century additions. A largely brownfield site in a rural location which would accommodate a mix of development .
--	------------------	---	--

Wilmslow

Preferred Strategic Sites		Proposed Uses	Commentary
30	Adlington Road	225 new homes, open space, new pedestrian and cycle links	A largely greenfield site outside the Green Belt and safeguarded for future development in the Macclesfield Local Plan which would provide a sustainable location for new housing
31	Land at Royal London	2 ha of employment land to create around 1000 jobs, hotel, 75 new homes, open space, new pedestrian and cycle links. Land to the west of Alderley Road would be safeguarded for future development	This is a greenfield site, with a currently developable area of around 12.5ha to the east of Royal London's office campus. It would represent an extension of the existing Royal London office complex for employment and housing. It would involve an alteration to the Green Belt boundary.

Wardle

Preferred Strategic Sites		Proposed Uses	Commentary
32	Wardle Employment Improvement Area	This is an existing employment site in the countryside focused around the Wardle Industrial Estate where there is scope for intensification of employment and ancillary uses within the area.	An existing employment area in the open countryside which would benefit from intensification and environmental improvements.

New Settlement: Handforth East

Preferred Strategic Sites		Proposed Uses	commentary
33	Handforth East	A new sustainable settlement comprising 5ha of new employment land, 1800 homes, local centre with retail, community facilities, new secondary and primary schools and leisure facilities, country park, open space and sports pitches, new pedestrian and cycle links, particularly to Handforth Railway Station, and protection and enhancement of the setting of Handforth Hall. Additional land would be safeguarded for further development (500 homes) beyond 2030.	This is an area of largely unused land in the Green Belt to the east of the A34 Handforth By-Pass which is proposed for a new sustainable settlement with self contained facilities and properly planned infrastructure. It would accommodate a significant proportion of development needs in the north of the Borough without a major impact upon Handforth itself.

New Settlement: South East Crewe

Preferred Strategic Sites		Proposed Uses	Commentary
34	South East Crewe	<p>New sustainable settlements comprising two new villages and three associated new employment areas.</p> <p>Village A at Crewe Hall/ Stowford would deliver 1000 new dwellings, new local centre with retail, primary school and leisure facilities, network of open spaces, sports pitches, pedestrian and cycle links and substantial improvements to the local road network.</p> <p>Village B at Barthomley would also deliver 1000 new dwellings, new local centre with retail, primary school and leisure facilities, network of open spaces, sports pitches, pedestrian and cycle links and substantial improvements to the local road network.</p> <p>Three new employment areas are proposed:</p> <p>1 To the east of Junction 16 of the M6 comprising the extension of the existing service area and a further 3 ha of employment land linked to improvement of Junction 16.</p>	Sustainable new settlements which will provide jobs and homes in a planned environment. It will provide significant new infrastructure including the dualling of the A500 which is essential to secure the proper regeneration of Crewe. The redrawing of this part of the North Cheshire Green Belt will be required.

	<p>2. To the south of Radway Green and east of the M6 Motorway, phased delivery 25 ha of employment land, complementary to the existing BAe Radway Green employment site.</p> <p>3 To the west of Junction 16 of the M6. Phased delivery of 25ha of employment land expected to continue beyond the plan period. Commencement of development not expected to start until developments on Employment Area 1 and 2 have been completed;</p> <p>All development would be expected to contribute towards road infrastructure improvements in the area, including the Crewe Green Link Road, A500 link capacity improvements, A5020 Weston Road junction and Crewe Green Junction 16 of the M6. All developments would also be expected to Incorporate Green Infrastructure, including: the creation of wildlife habitats and the retention of important hedgerows and trees.</p>	
--	--	--

Alternative Sites

- 12.4 The Council considered a variety of alternative sites as part of the Town Strategy work – and also as a result of the consultation process, these are listed in Appendix E of the Development Strategy Document, together with the reasons for the approach the Council has taken.

13.1 POLICY PRINCIPLES

- 13.1 The Development Strategy is accompanied by an Emerging Policy Principles Document. This expands on many of the concepts set out in the Strategy – but also provides additional guidance. The Focus of these policies is to provide a clear framework for the determination of planning applications.
- 13.2 The Council has a number of tools that it can bring together to ensure the delivery of its strategic ambitions. The authority to manage and control development through the planning application process is very powerful, if used correctly and creatively it can enhance and add value to the development process. Conversely if employed clumsily or if development is uncoordinated then the economy and environment may be harmed. Consequently the Policy Principles are designed to ensure that all planning decisions, big and small are aligned with the overall objectives of the Council.

- 13.3 The main policy areas considered are:

- Enterprise & Growth
- Stronger Communities
- Sustainable Environment
- Connectivity

Within each section the document sets out the key strategic policies that will guide development in future.

13.4 Policies of particular note include:

- **Policy CO2: Enabling business growth through transport infrastructure**, which sets out the transport infrastructure that we will be looking to provide to support growth during the plan period.
- **Policy SC2: Health and Well-being**, which looks to ensure that community facilities are protected and that developments provide appropriate infrastructure to support communities well-being.
- **Policy EG5: Promoting a town centre first approach to retail and commerce**, which looks to support the development of retail and commerce within the designated town centres, and to retain and enhance the Borough's markets.
- **Policy EG4: Tourism**, which looks to protect the unique features of Cheshire East that attract visitors whilst also promoting appropriate attractions and facilities to support these visitors during their visit.
- **Policy EG2: Rural Economy**, this looks to provide opportunities for local rural employment development that supports the vitality of rural settlements and to support sustainable farming and food production.
- **Policy SE2: Efficient use of Land**, which looks for windfall development to consider existing landscape and townscape character in determining the character and density of development and to use brownfield sites first.

15.0 Access to Information

The background papers relating to this report are listed in the Appendices to the Development Strategy and Policy Principles Documents

These can be inspected by contacting the report writer:

Name: Adrian Fisher
Designation: Strategic Planning and Housing Manager
Tel No: 01270 686641
Email: Adrian.fisher@cheshireeast.gov.uk

Appendices:

Appendix 1	Hyperlink to Issues & Options report of Consultation
Appendix 2	Town Strategies Reports of Consultation
Appendix 3	Analysis of Town Strategy Consultation
Appendix 4	Hyperlinks to Completed Town strategies
Appendix 5	The Cheshire East Development Strategy
Appendix 6	The Cheshire East Policy Principles

APPENDIX 1 ISSUES & OPTIONS – REPORT OF CONSULTATION

The Report of Consultation & related documents can be viewed via this link:

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/issues_and_options.aspx

APPENDIX 2 TOWN STRATEGIES REPORTS OF CONSULTATION

APPENDIX 3 – TOWN STRATEGIES – ANALYSIS OF CONSULTATION

NB All comments received can be viewed on the Council's website:

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan.aspx

**APPENDIX 4 – TOWN STRATEGIES – COMPLETED STRATEGIES APPROVED BY THE
RESPECTIVE TOWN COUNCIL**

ALSAGER

[http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east
local_plan/local_plan_consultations/town_strategies/alsager_town_strategy.aspx](http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/alsager_town_strategy.aspx)

CONGLETON

[http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east
local_plan/local_plan_consultations/town_strategies/congleton_town_strategy.aspx](http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/congleton_town_strategy.aspx)

MIDDLEWICH

[http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east
local_plan/local_plan_consultations/town_strategies/middlewich_town_strategy.aspx](http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/middlewich_town_strategy.aspx)

SANDBACH

[http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east
local_plan/local_plan_consultations/town_strategies/sandbach_town_strategy.aspx](http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/sandbach_town_strategy.aspx)

WILMSLOW

<http://www.wilmslow-tc.org.uk/news.php?template=2&id=622>

APPENDIX 5 THE CHESHIRE EAST DEVELOPMENT STRATEGY

APPENDIX 6 THE CHESHIRE EAST POLICY PRINCIPLES

Appendix One

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/issues_and_options.aspx

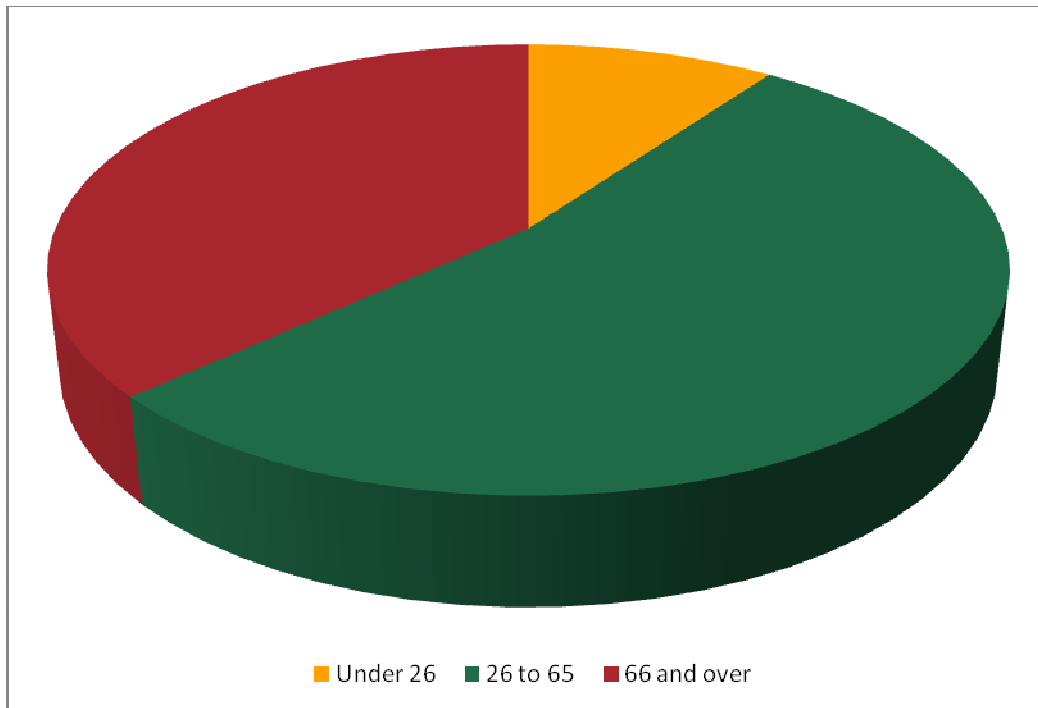
This page is intentionally left blank

Draft Alsager Town Strategy: Summary Report of Consultation

Overall Response

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

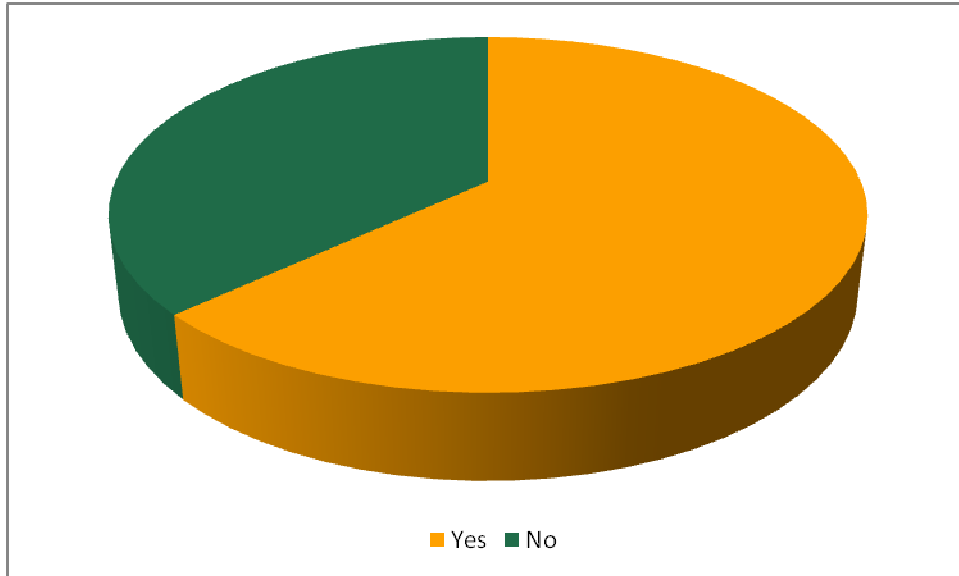
Of the 171 respondents who entered their age details, 10% of people who took part in the consultation were under the age of 26; 53% were aged 26 to 65 and 37% were aged 66 and over.



Q1 Vision

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

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



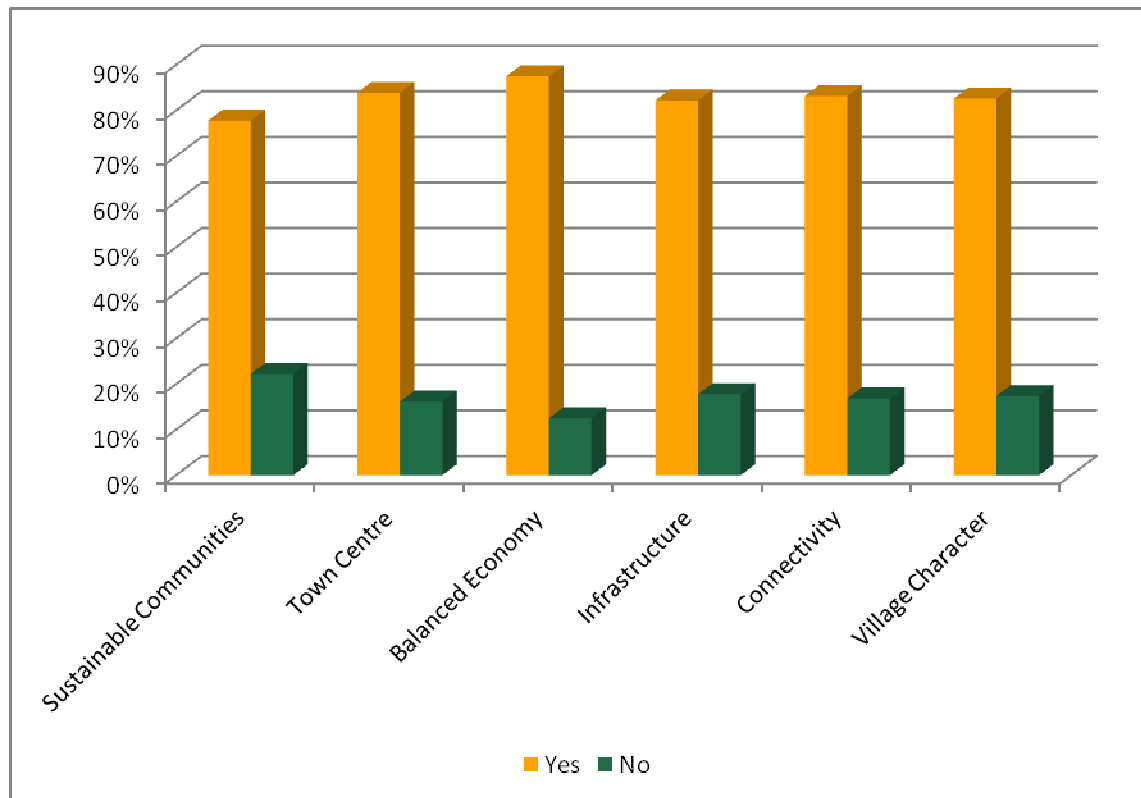
Key themes from the consultation:

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

Q2 Objectives

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

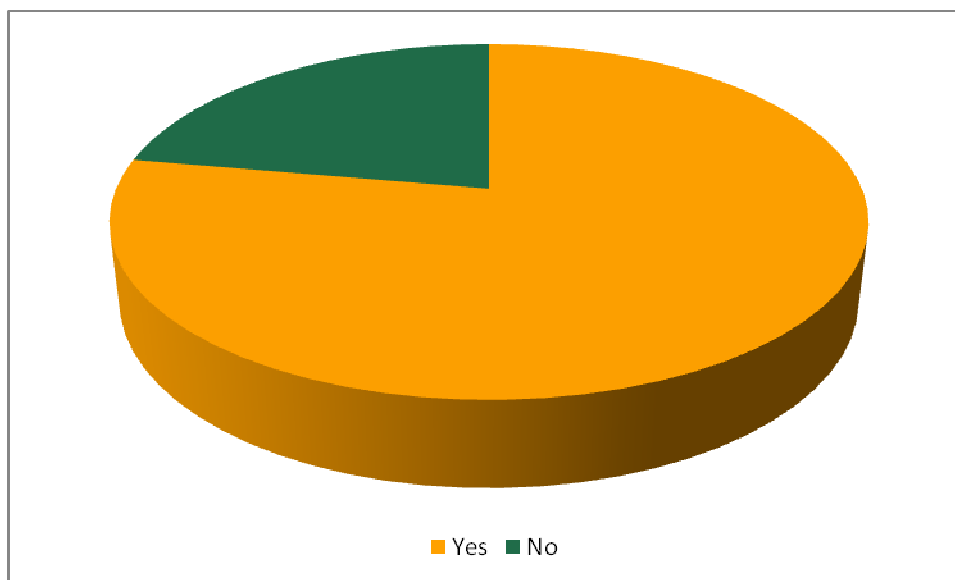
- 81% of respondents answered Objective 1 (Creating Sustainable Communities), 84% Objective 2 (Town Centre), 83% Objective 3 (Balanced Local Economy), 81% Objective 4 (Infrastructure and Services) 80% answered Objective 5 (Connectivity) and 83% answered Objective 6 (Village Character).



1 Creating Sustainable Communities

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

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



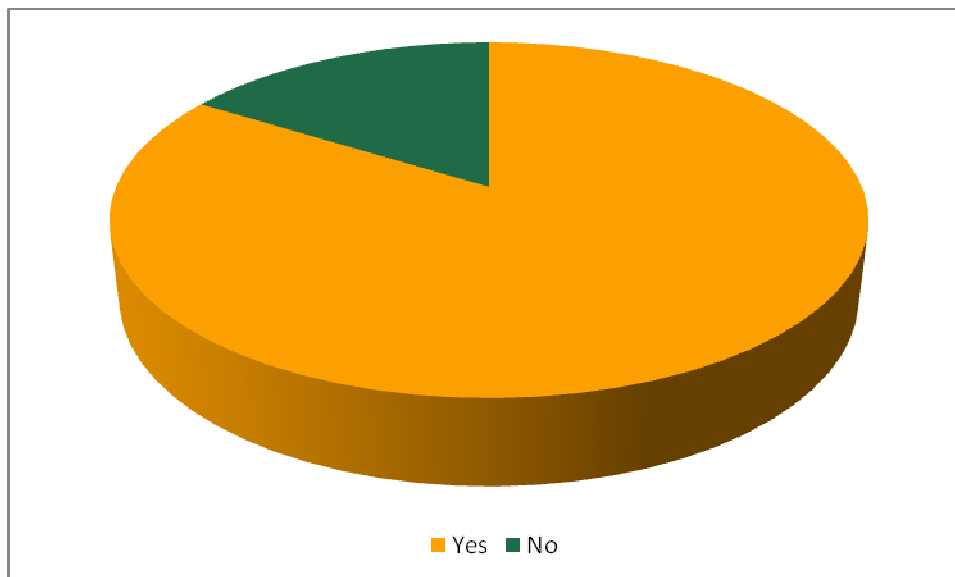
Key themes from the consultation:

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

2 Town Centre

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

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



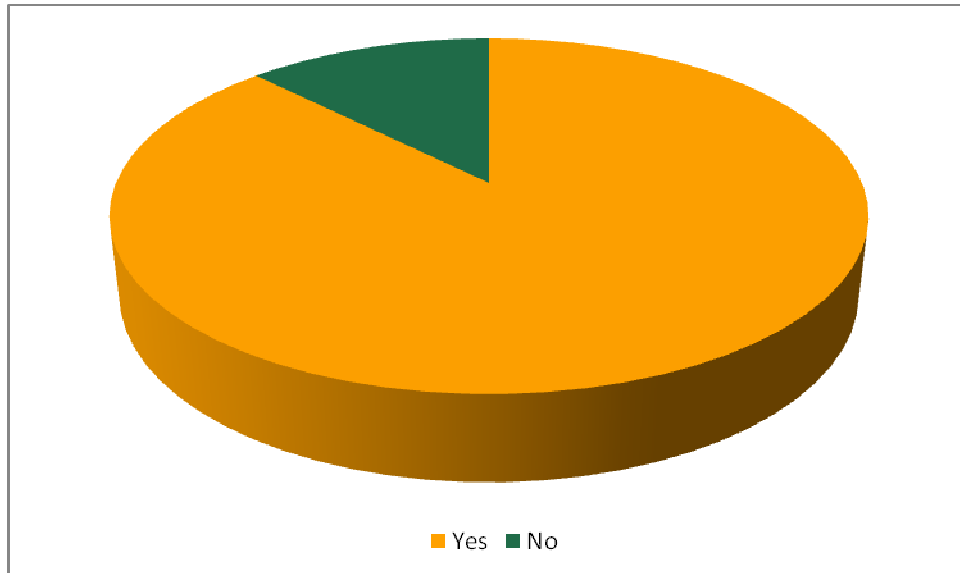
Key themes from the consultation:

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

3 A Balanced Local Economy

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

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



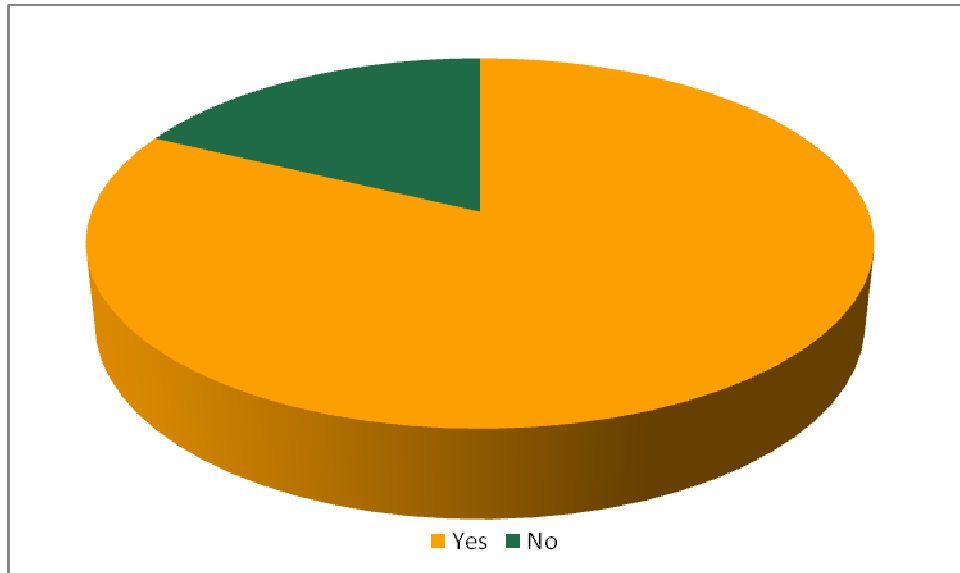
Key themes from the consultation:

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

4 Infrastructure and Services

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

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



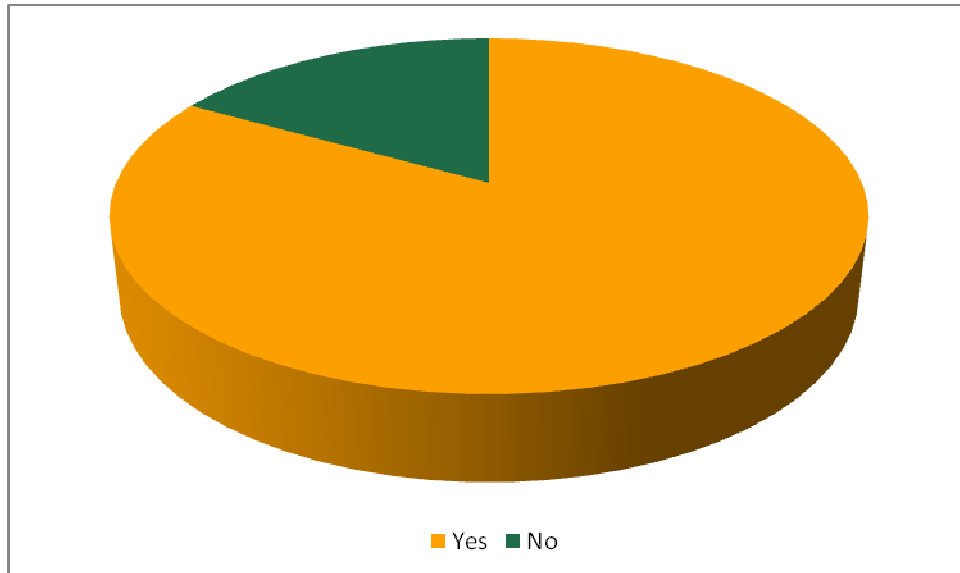
Key themes from the consultation:

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

5 Connectivity

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

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



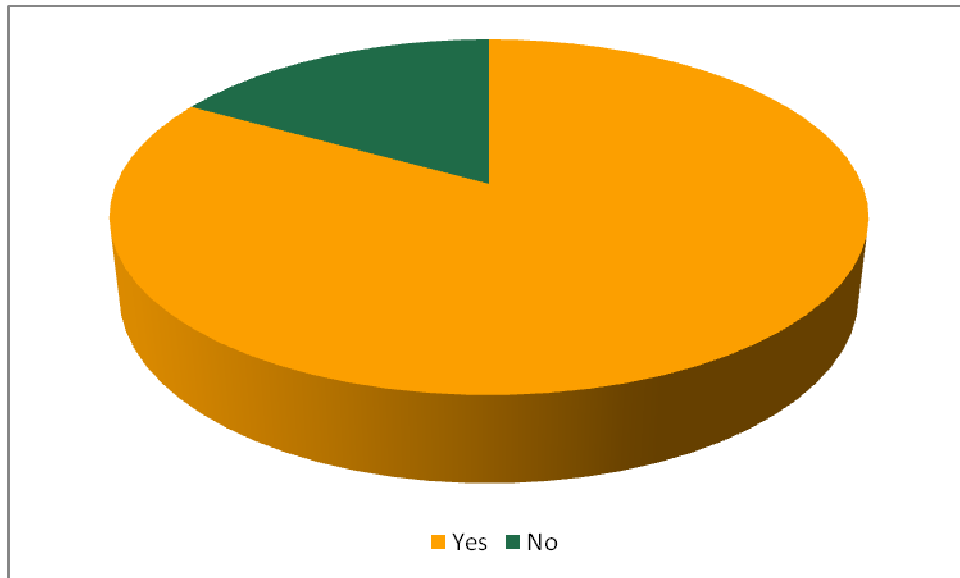
Key themes from the consultation:

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

6 Village Character

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

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



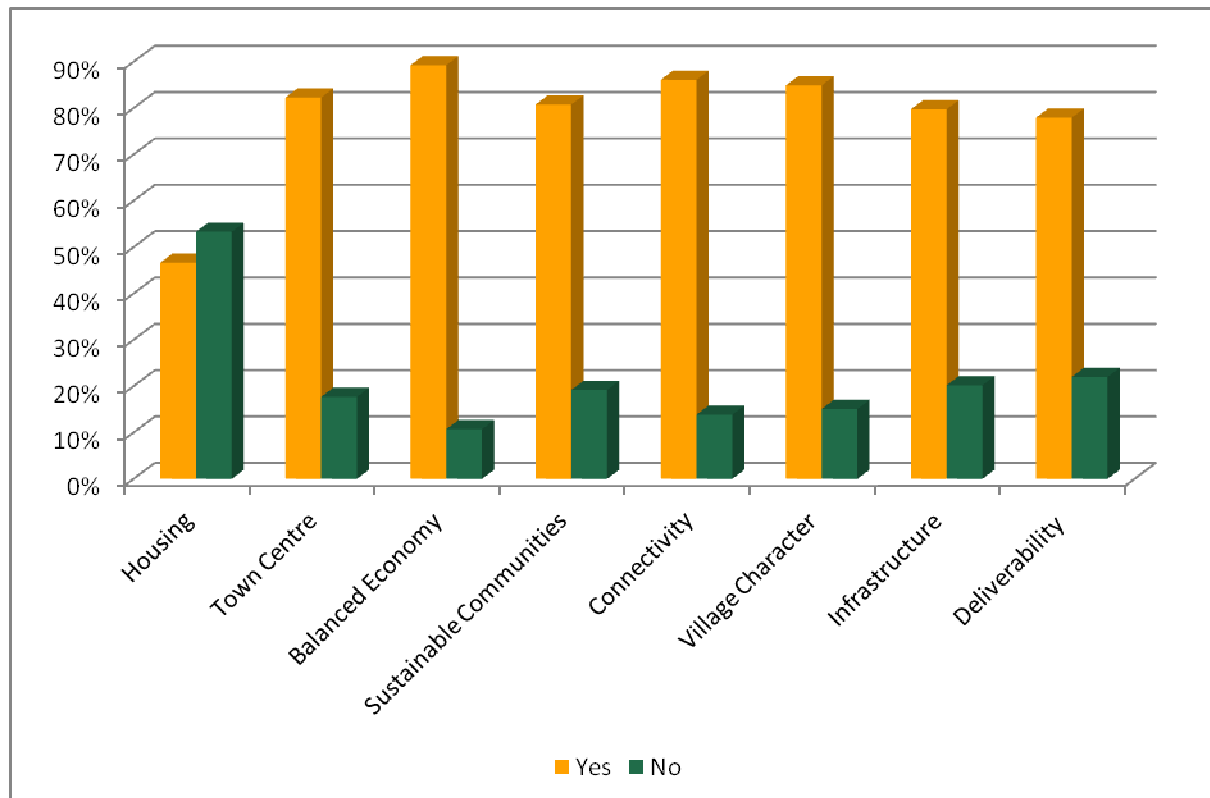
Key themes from the consultation:

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

Q3 Strategy

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

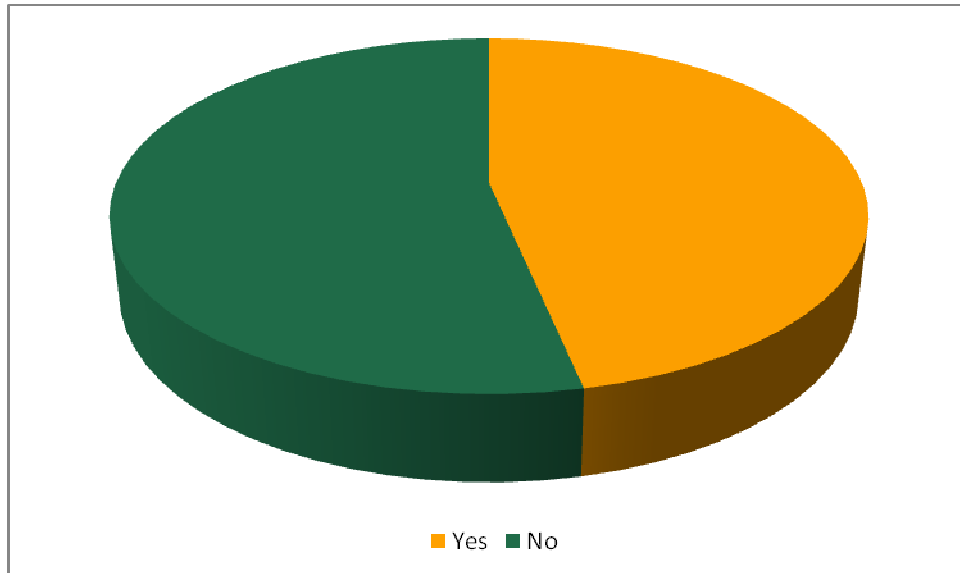
- 81% of respondents answered Theme 1 (Housing), 79% Theme 2 (Town Centre), 80% Theme 3 (Balanced Economy), 80% Theme 4 (Sustainable Communities), 78% Theme 5 (Access Connectivity), 81% Theme 6 (Village Character), 78% Theme 7 (Infrastructure and Services) and 76% answered Theme 8 (Deliverability and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



1 Housing

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

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



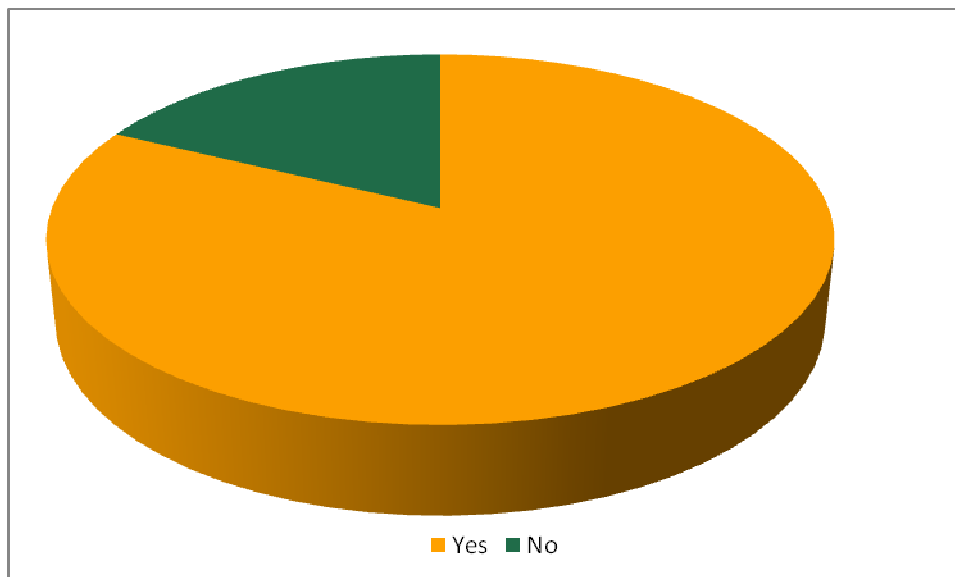
Key themes from the consultation:

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

2 Town Centre

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

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



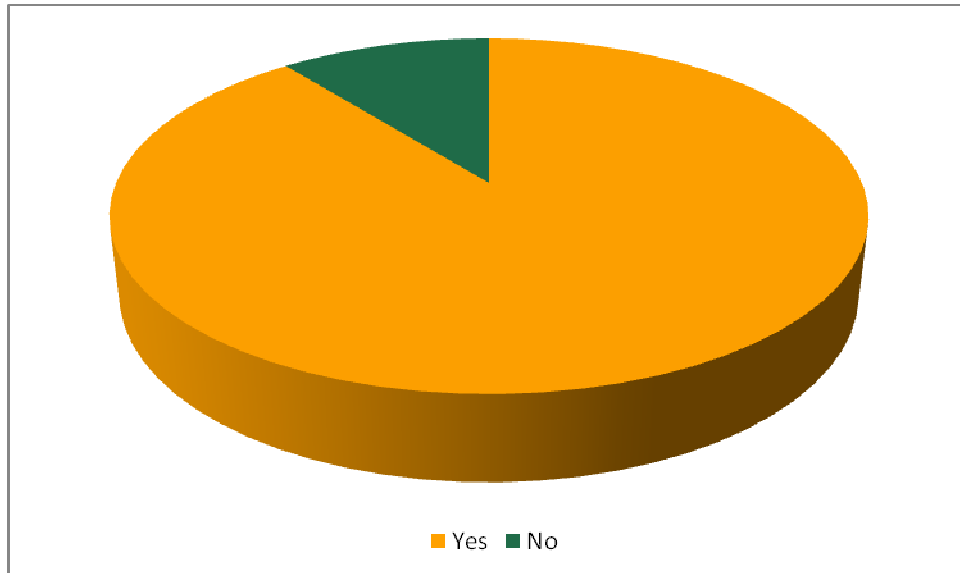
Key themes from the consultation:

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

3 A Balanced Local Economy

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

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



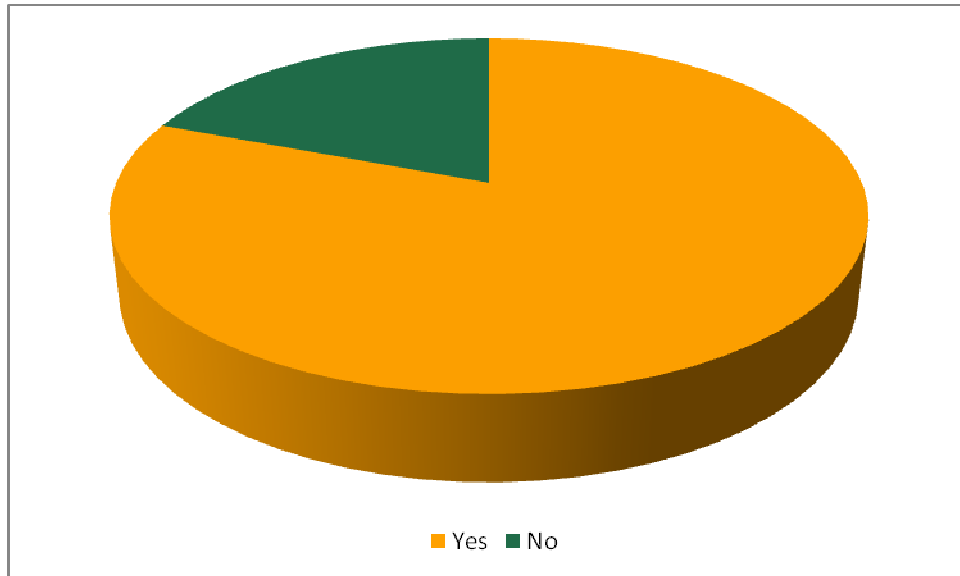
Key themes from the consultation:

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

4 Sustainable Communities

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

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



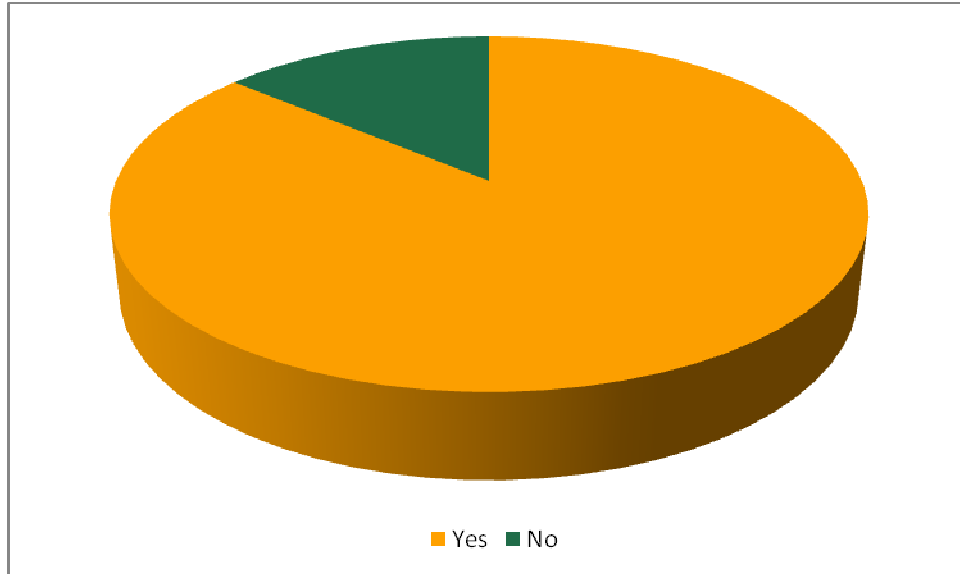
Key themes from the consultation:

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

5 Connectivity

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

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



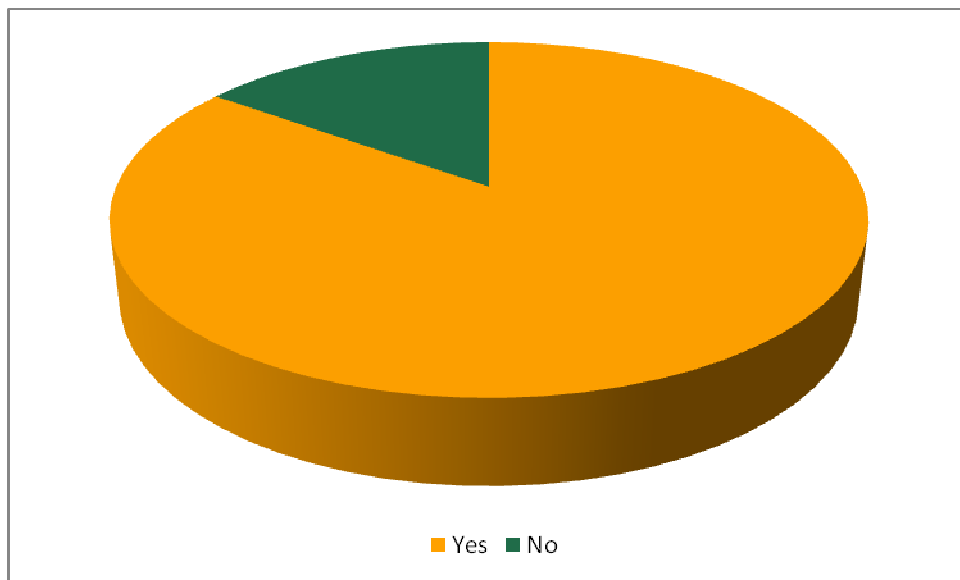
Key themes from the consultation:

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

6 Village Character and Environment

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

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



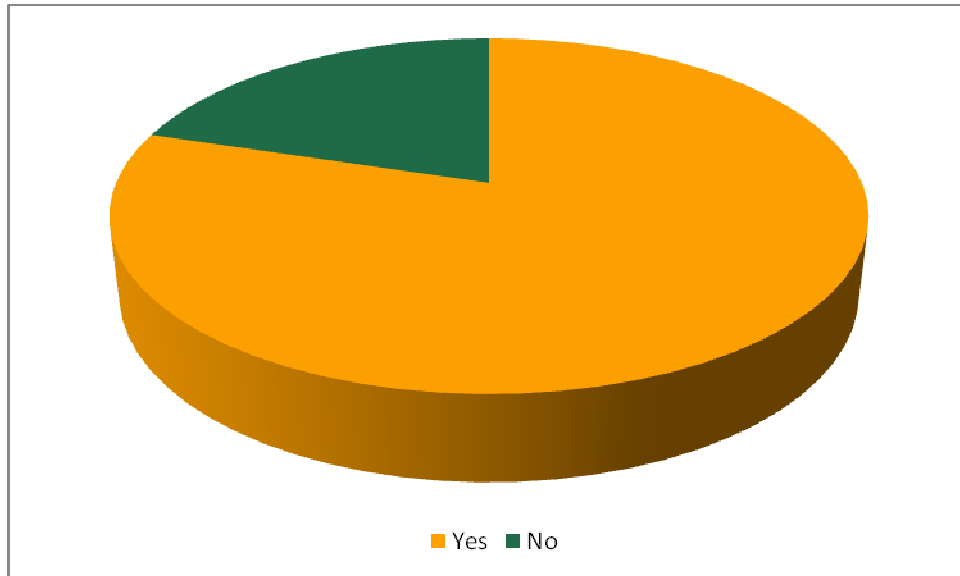
Key themes from the consultation:

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

7 Infrastructure and Services

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

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



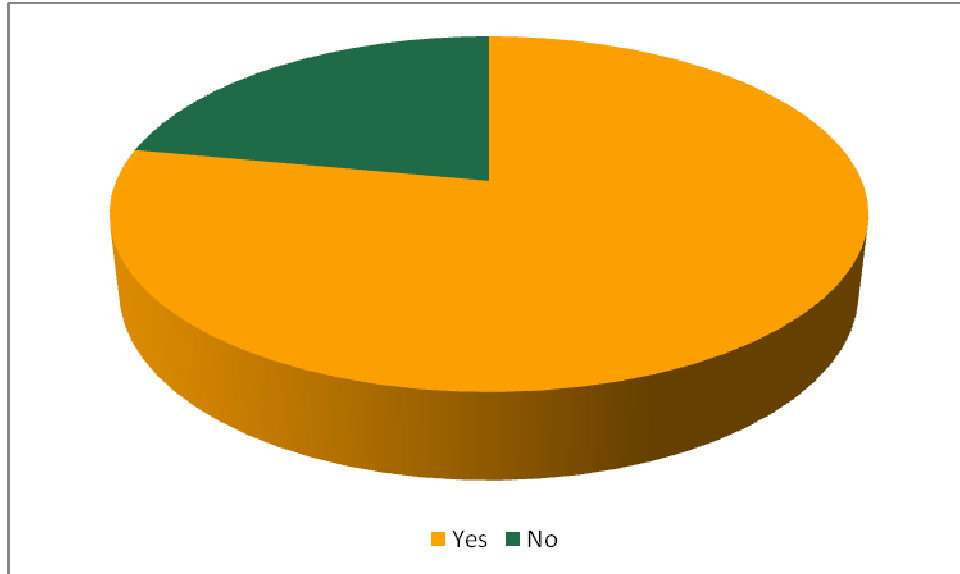
Key themes from the consultation:

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

8 Deliverability and Viability

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

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

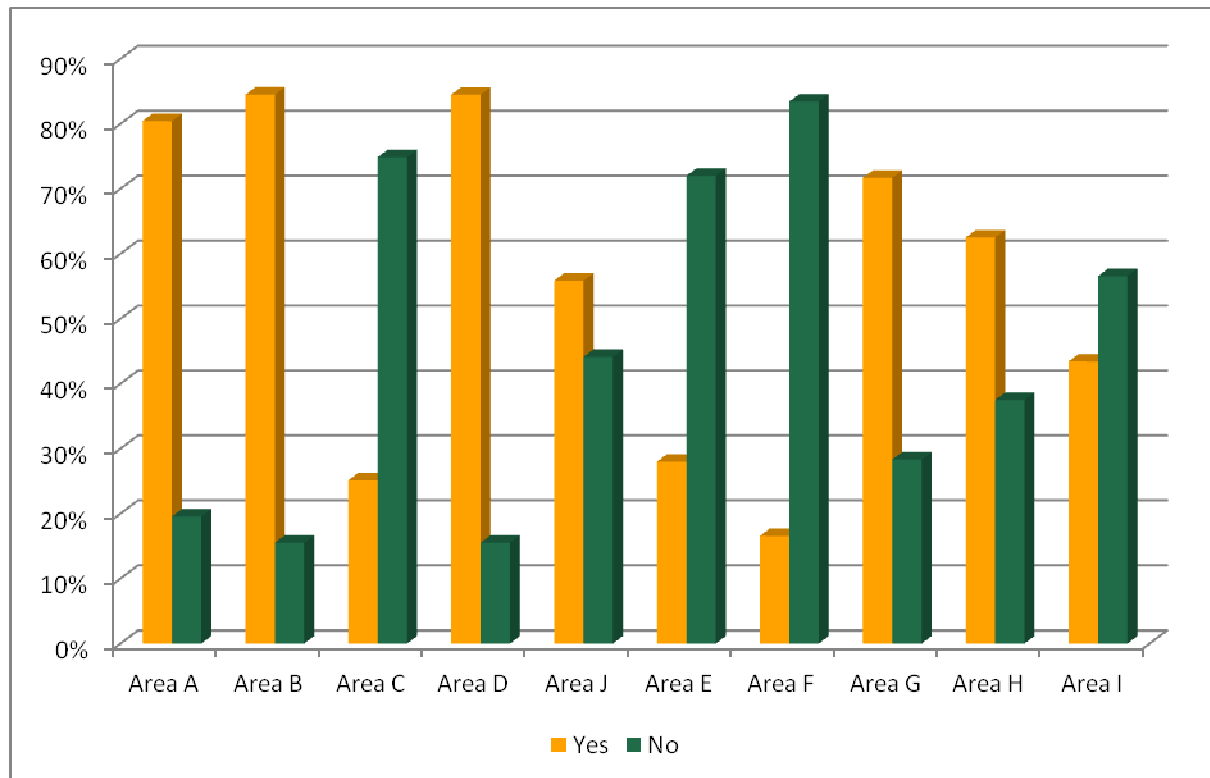


Key themes from the consultation:

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

Q4 Potential Development Options

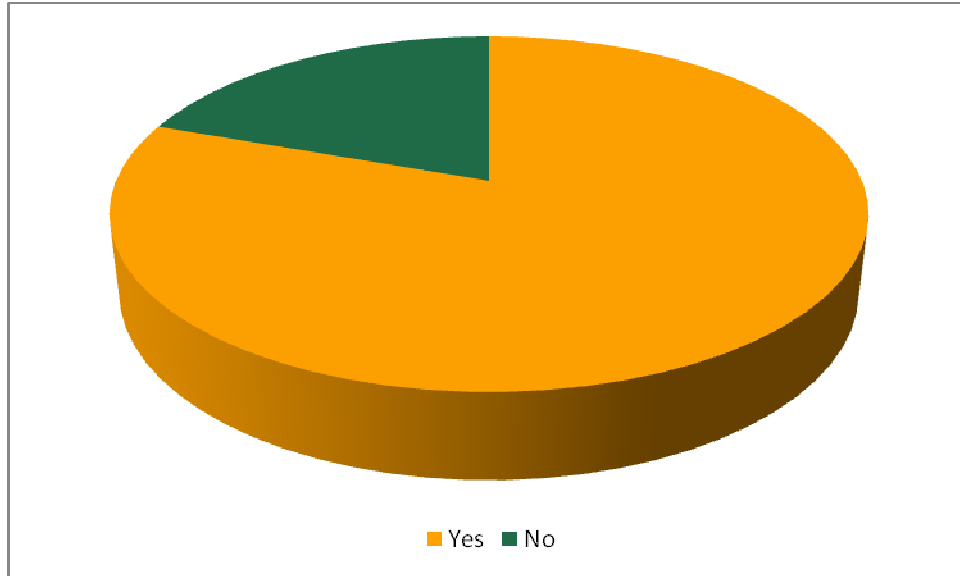
Do you agree with the potential areas for future development in the draft Alsager Town Strategy?



Site A

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

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



Key themes from the consultation:

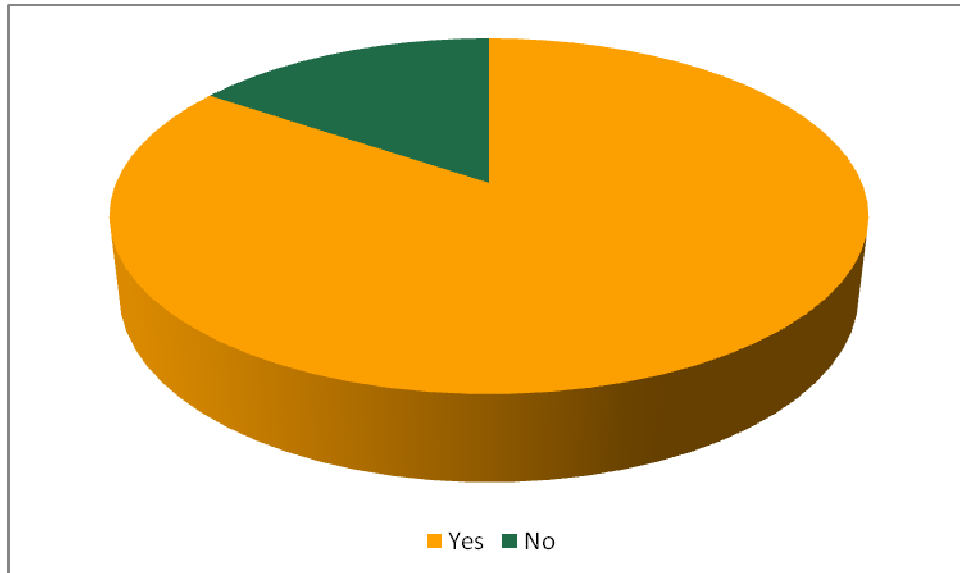
- Mixed views on numbers of homes (none / too many / up to 500 / housing needs to be met on brownfield rather than greenfield)
- Important to make good use of the site.
- Mixed views on Sports Hub (retain all, increase provision, not needed)
- Retain – Tennis courts / theatre / swimming pool.
- Various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

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

Site B

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

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



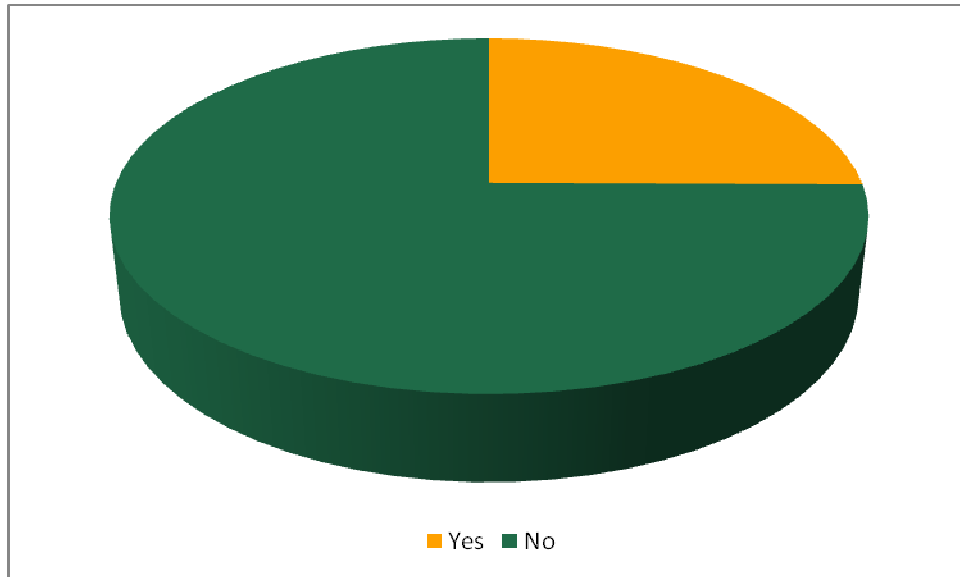
Key themes from the consultation:

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

Site C

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

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



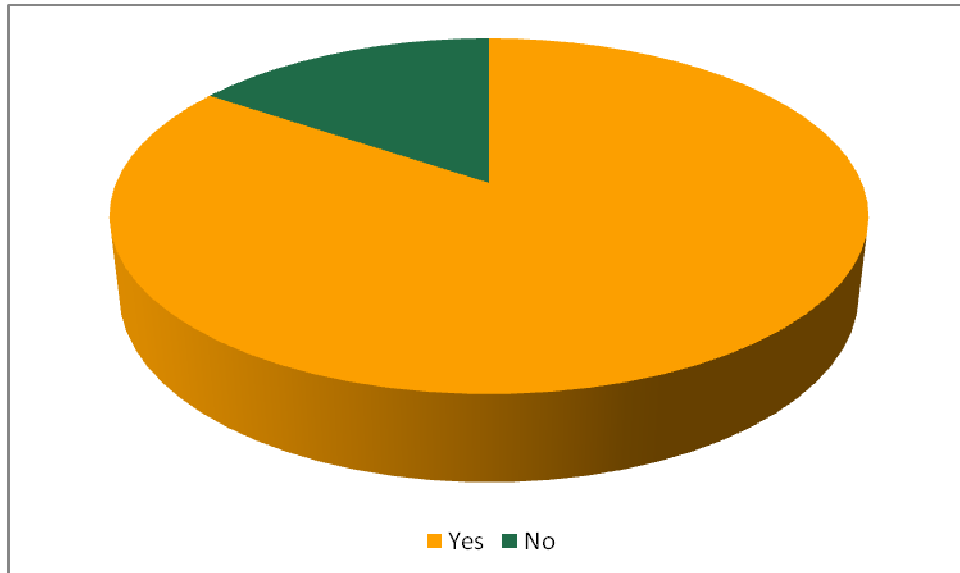
Key themes from the consultation:

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

Site D

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

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



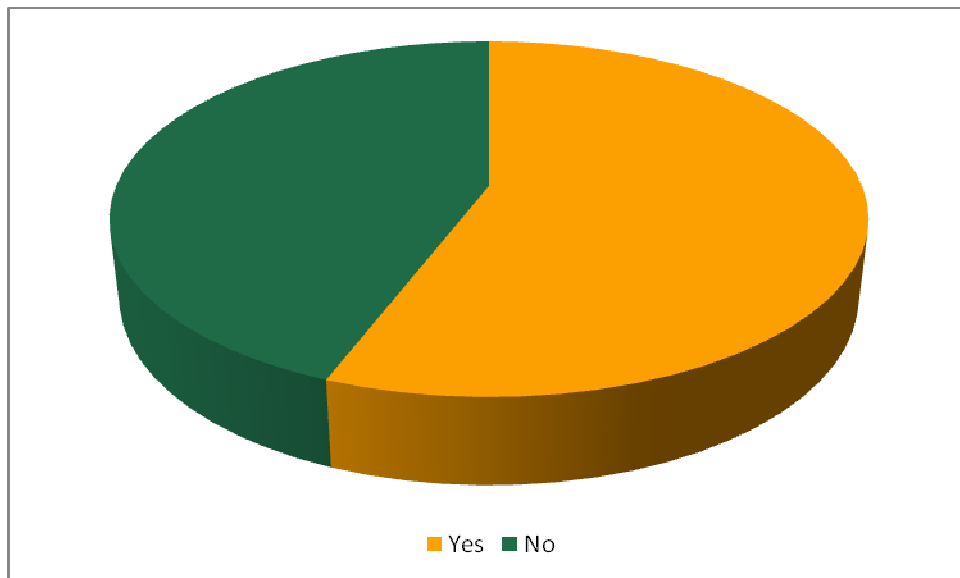
Key themes from the consultation:

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

Site J

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

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



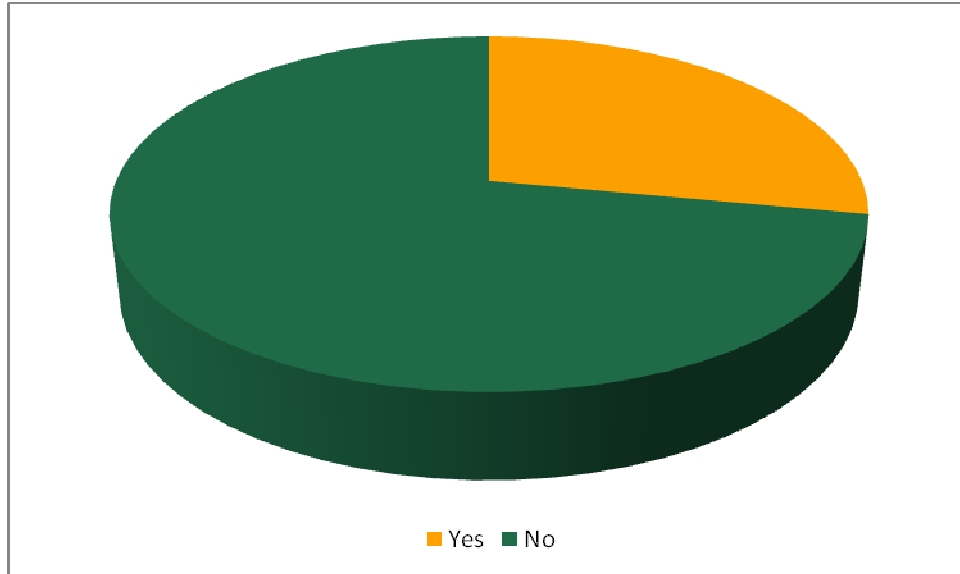
Key themes from the consultation:

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

Site E

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

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



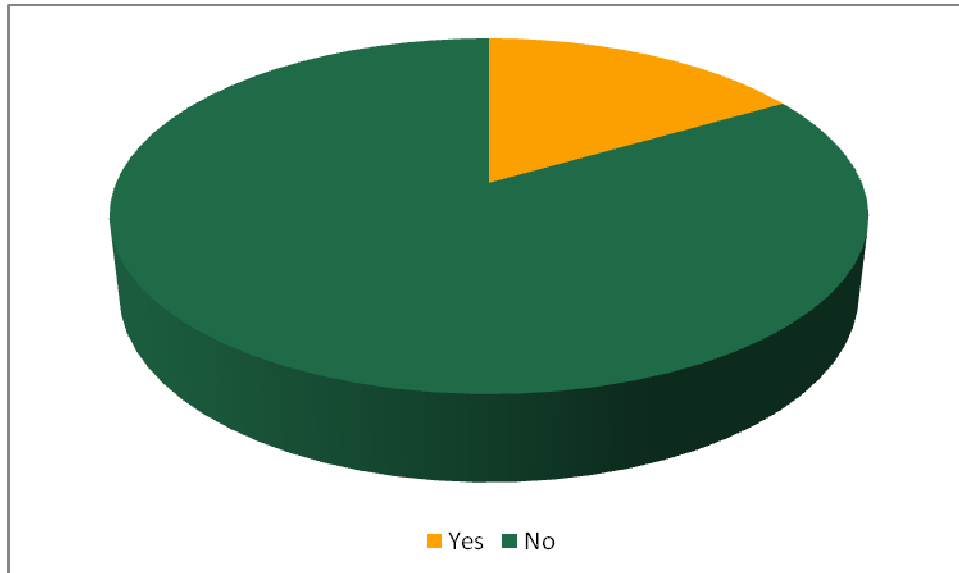
Key themes from the consultation:

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

Site F

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

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



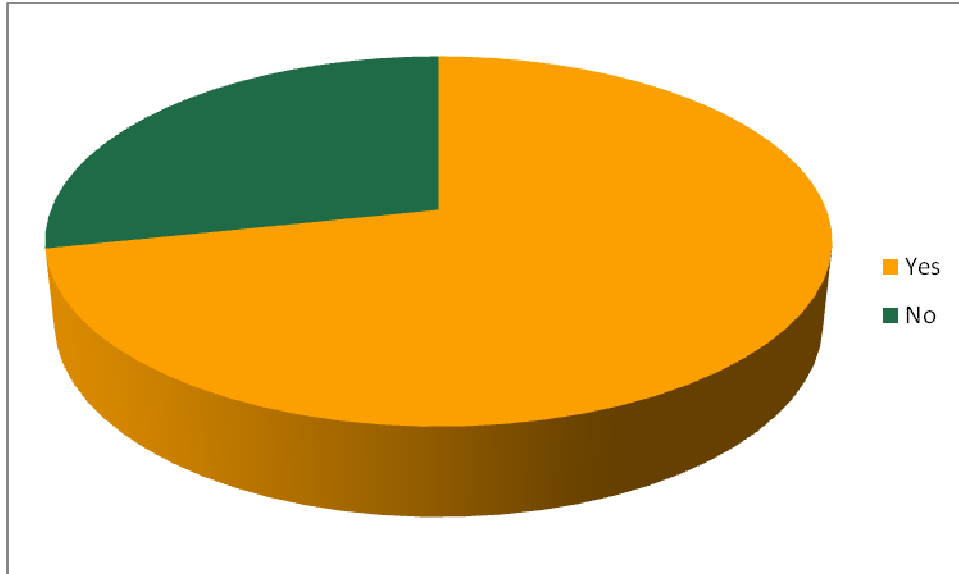
Key themes from the consultation:

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

Site G

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

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



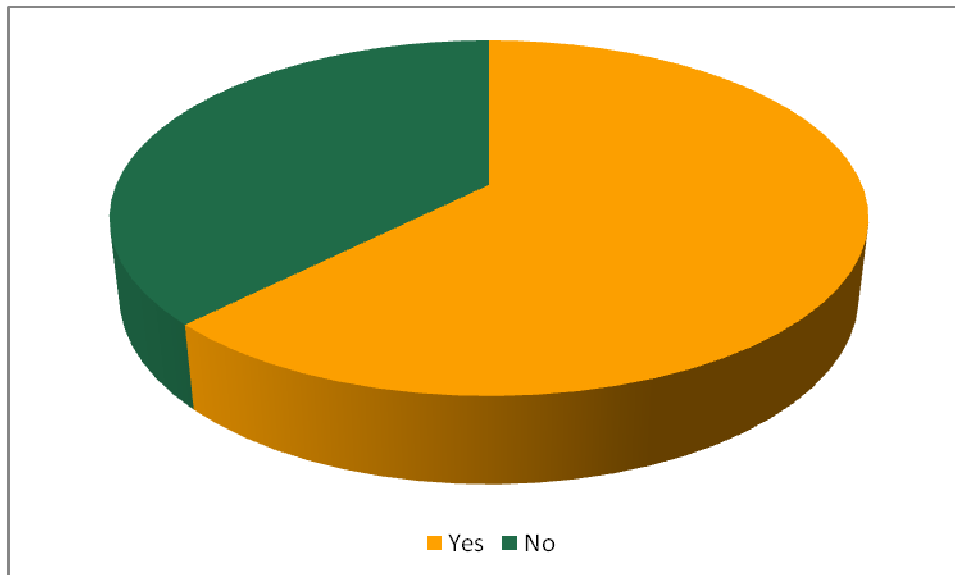
Key themes from the consultation:

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

Site H

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

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



Key themes from the consultation:

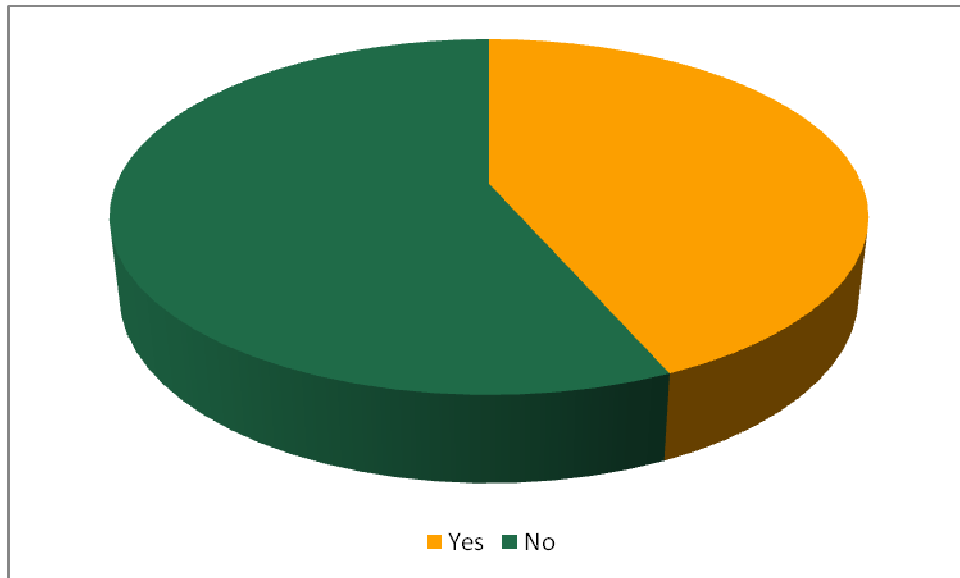
- Do not build on greenfield or agricultural land.
- Mixed views on proximity to Crewe Road.
- Pylons – could cause problems for residential development.
- Ecology and wildlife.
- Mixed views on the type of use appropriate for the site i.e. employment only, housing only or mixed.
- Concern that site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

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

Site I

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

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



Key themes from the consultation:

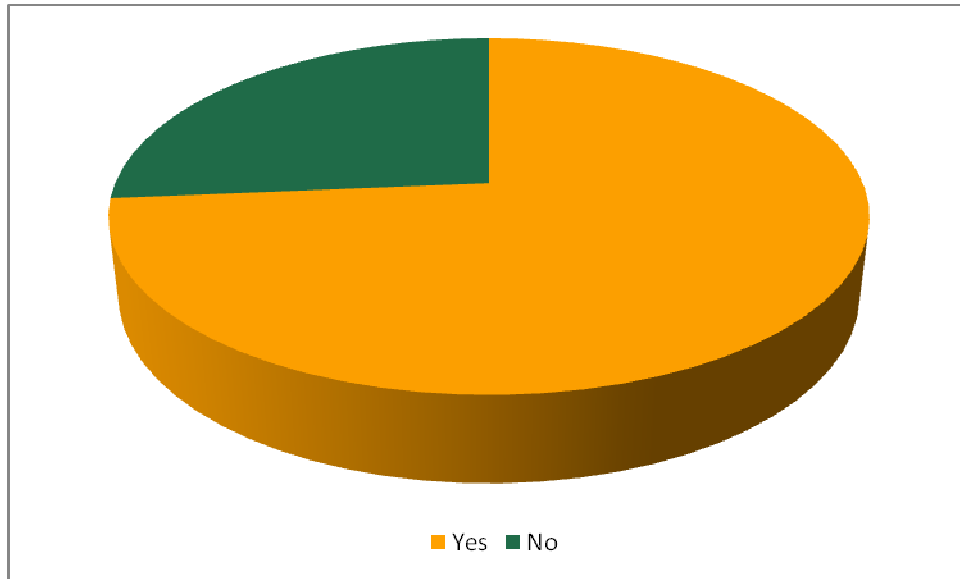
- Do not build on greenfield / agricultural land
- Pylons run through the site - costly to remove.
- Infrastructure could not cope.
- There was some support for this site; others thought it should only come forward if absolutely necessary.
- Too far from town centre, will create more traffic.
- Too close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

Q5 Development Principles

Area A: Former MMU Campus

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

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



Key themes from the consultation:

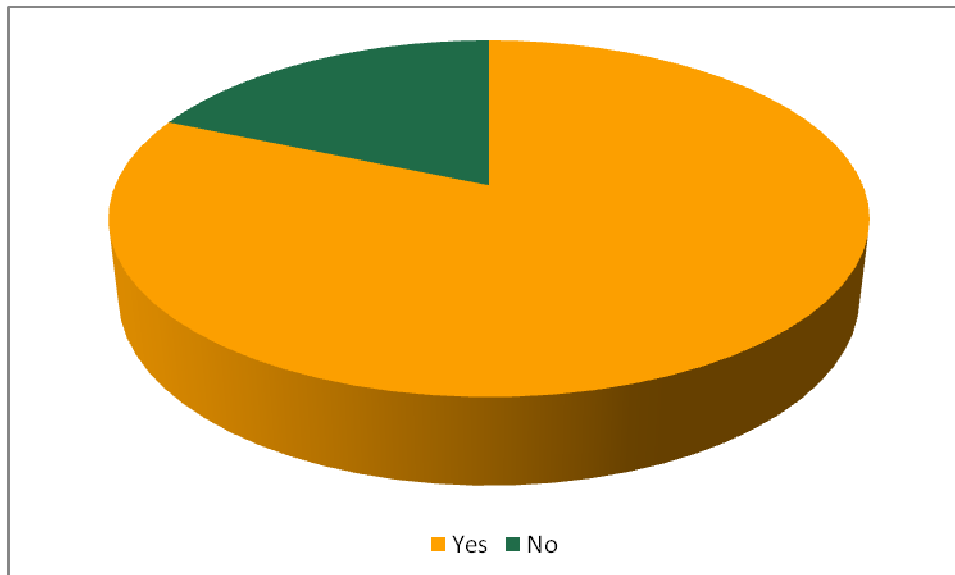
- Comments generally positive with one saying this would hugely benefit people across the town.
- Mixed views on numbers of homes (none / too many / up to 500).
- Better to meet housing needs on brownfield rather than greenfield
- Mixed views on Sports Hub as to whether to; retain all leisure facilities,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

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

Area B: Twyfords

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

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



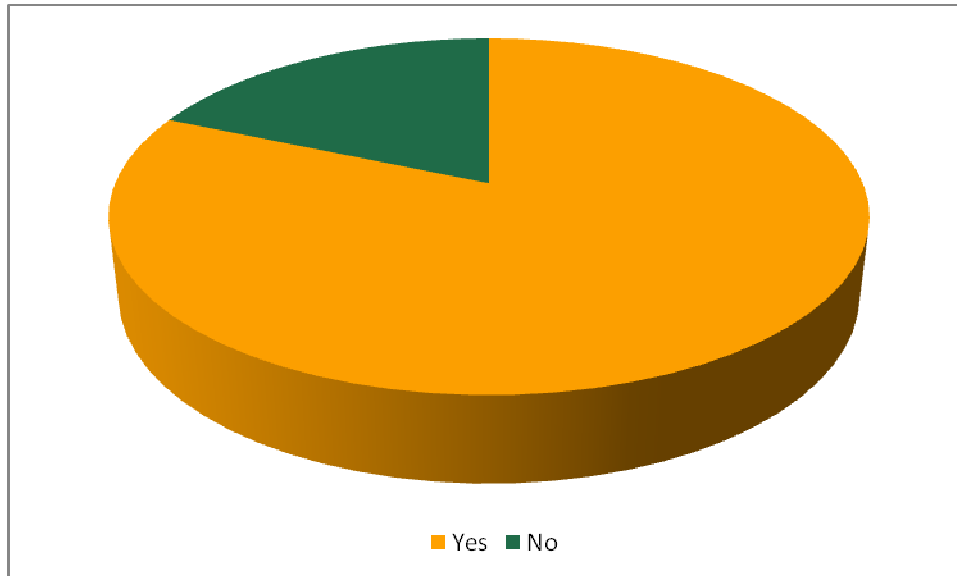
Key themes from the consultation:

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

Area C: Town Centre

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

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



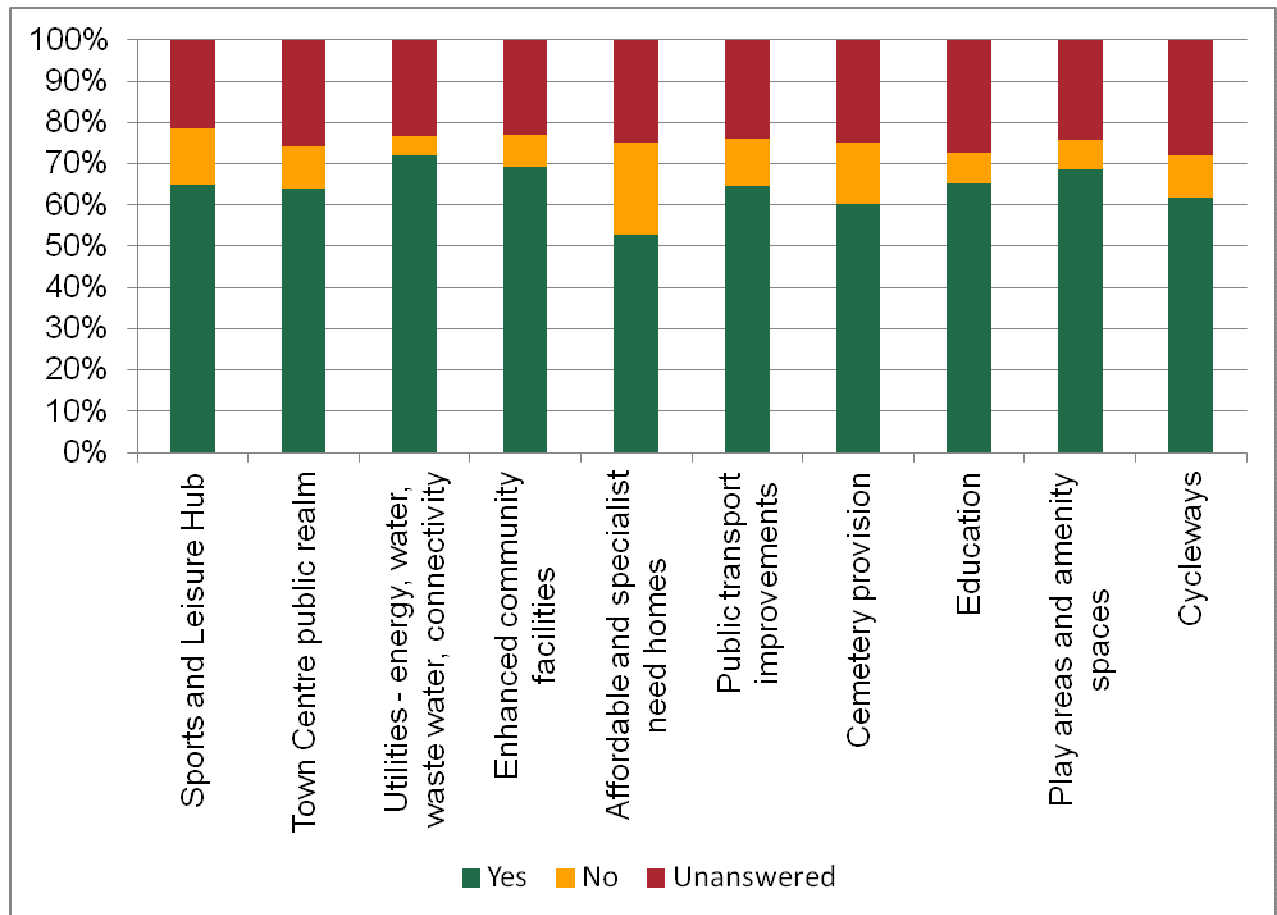
Key themes from the consultation:

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

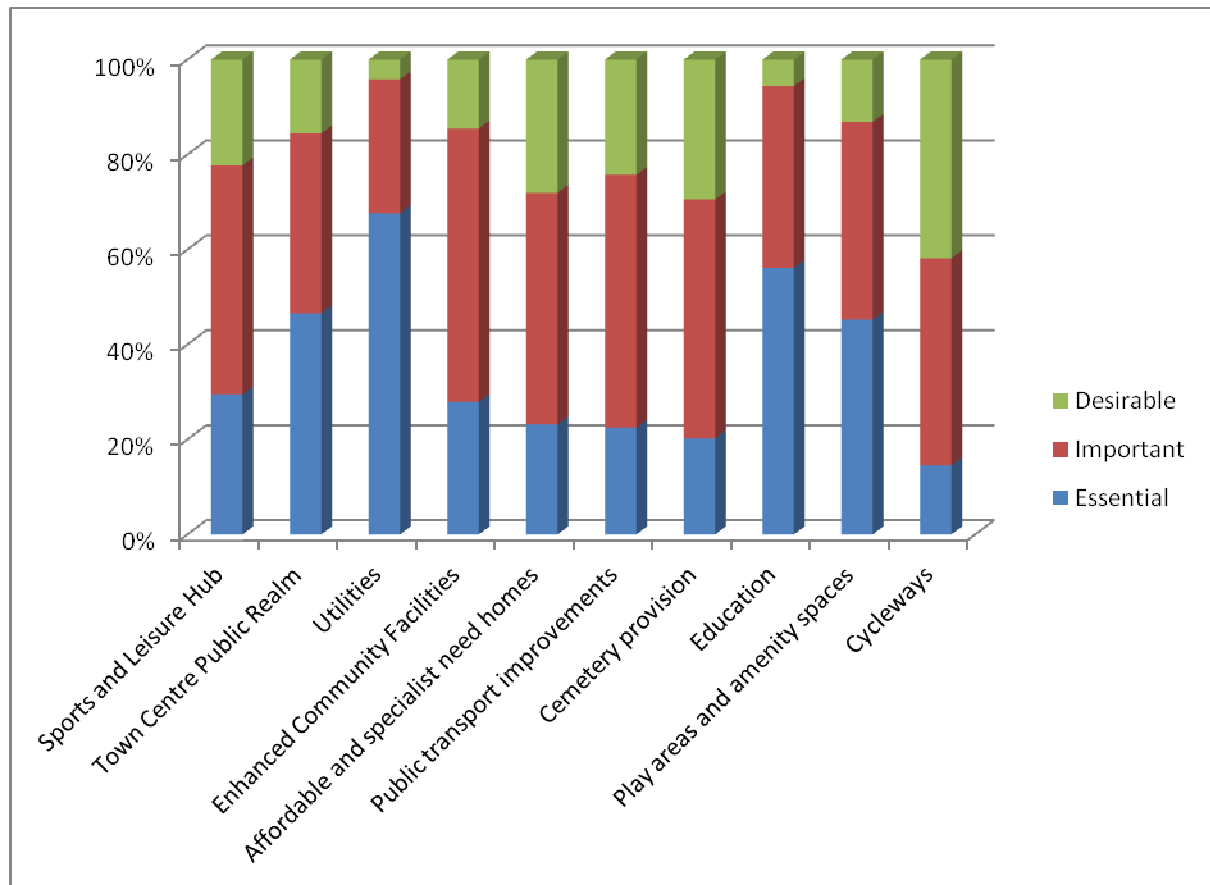
- Make provision for youth facilities.
- Concern on the effect that a large periphery supermarket could have on the town centre.
- Should build on existing uses for Area O i.e. professional services, personal services and wellness services which require skilled employees rather than turning the area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

Q7 Infrastructure Priorities

Do you agree with the infrastructure priorities for Alsager?



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



Q8 Other Infrastructure Priorities

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

Key themes from the consultation:

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

Q9 Additional Comments

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

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

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

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

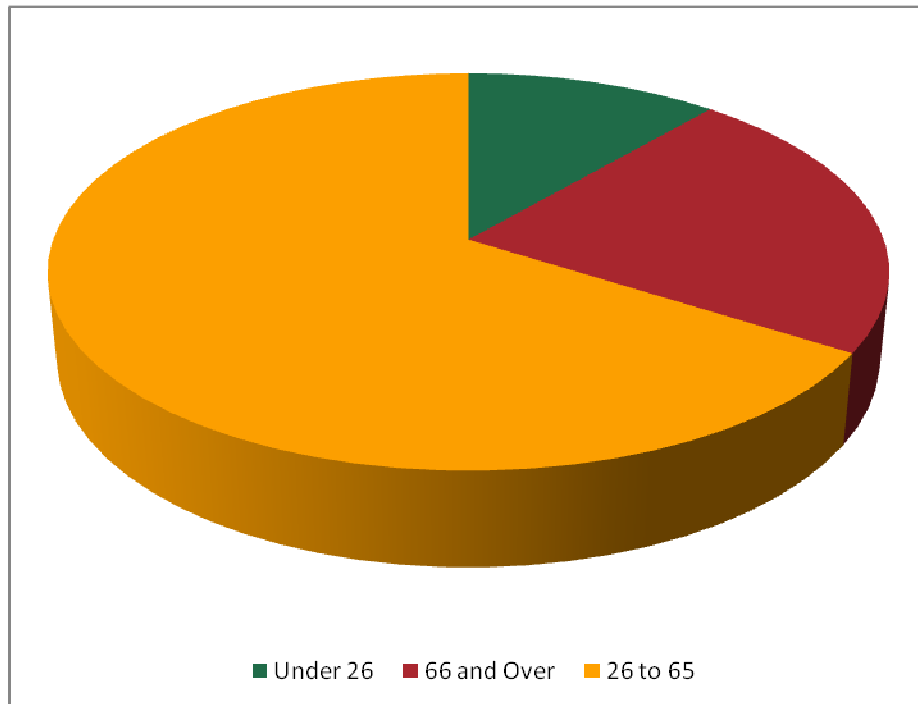
This page is intentionally left blank

Draft Congleton Town Strategy: Summary Report of Consultation

Overall Response

A total of **153** representations were received on the draft Congleton Town Strategy.

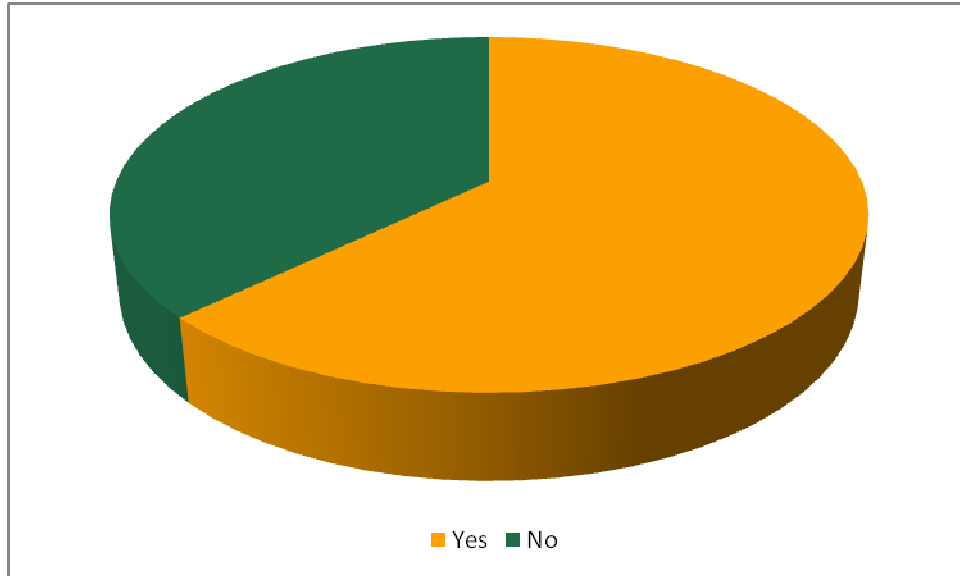
Of the 97 respondents who entered their age details, 11% of people who took part in the consultation were under the age of 26; 66% were aged 26 to 65 and 23% were aged 66 and over.



Q1 Vision

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

- 74% of respondents answered this question
- Yes (63%); No (37%)



Key themes from the consultation:

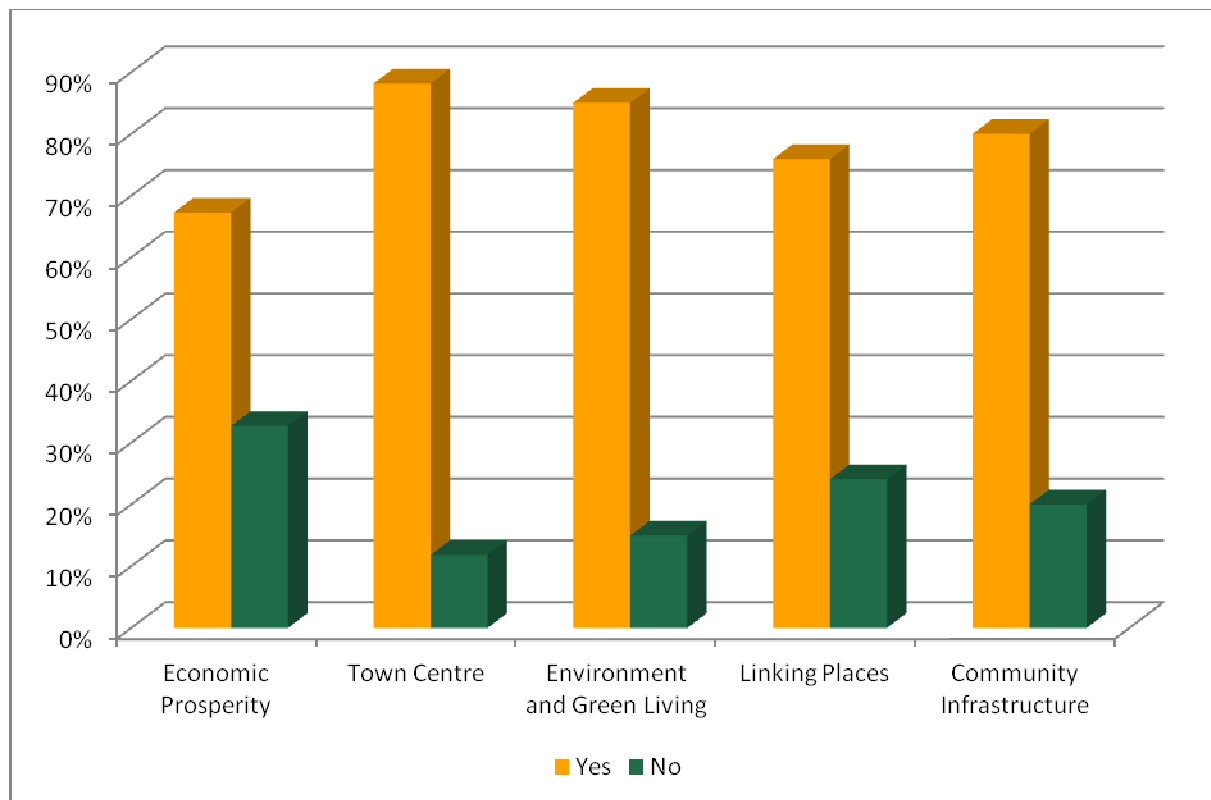
- Mixed views about the vision over all, some supported it whilst others thought it to be over ambitious and unrealistic. Some thought its effectiveness would depend the way it was implemented.
- Support for the protection and enhancement of the environment of the town and its surrounding countryside, agricultural land and surrounding Parish Council areas.
- Needs to address road infrastructure, transport links, access and congestion.
- Vision is self-fulfilling - new and improved community services are necessary to support investment in new homes.
- Congleton needs to become a place different to surrounding towns.
- Support for the recognition of the need for regeneration, safeguarding the character of the town
- Role as a market town can be overstated. Parts of the town are substandard and need to be dealt with.
- Mixed views regarding the importance of growth for Congleton.
- Support only for the protection and enhancement of the environment of the town and its surrounding countryside.
- Northern Bypass a priority
- Need to plant trees around the town and protect green spaces.
- A vibrant town centre indicates more pubs and takeaways: Congleton has enough already.
- Concerns over excessive development and too much new housing.
- Important to state where high quality employment land is coming from.
- Good communication infrastructure is needed to attract employers.

- Reference should be made to 'significant' investment in new homes to reflect Key Service Centre status, the benefits of growth and National Planning Policy Framework.
- Difficult to achieve given that the town has evolved in the last 100 years around the radial routes and is not a compact entity around the town centre.
- Any retail development in Congleton should be compatible with the town's key service centre status. Should not be in direct competition with Crewe
- Factors such as quality of life for existing residents should be a higher priority.

Q2 Objectives

Do you agree with the Objectives in the draft Congleton Town Strategy?

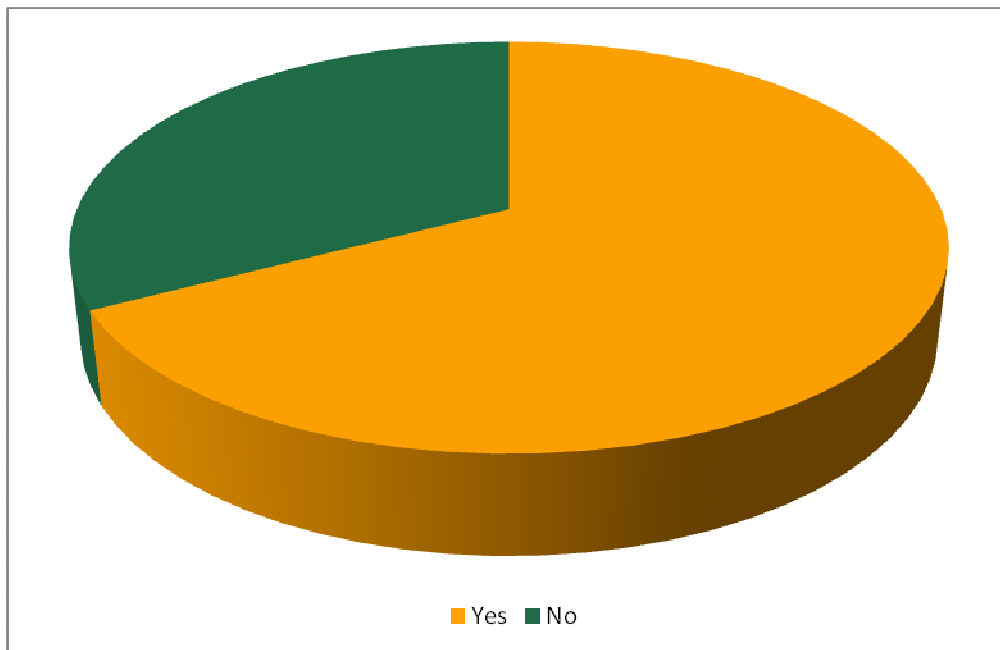
- 70% of respondents answered Objective 1 (Economic Prosperity), 72% Objective 2 (Town Centre), 70% Objective 3 (Environment and Green Living), 71% Objective 4 (Linking Places) and 69% answered Objective 5 (Community Infrastructure)



1 Economic Prosperity

Do you agree with the Economic Prosperity Objective in the draft Congleton Town Strategy?

- 70% of respondents answered this question
- Yes (67%); No (33%)



Key themes from the consultation:

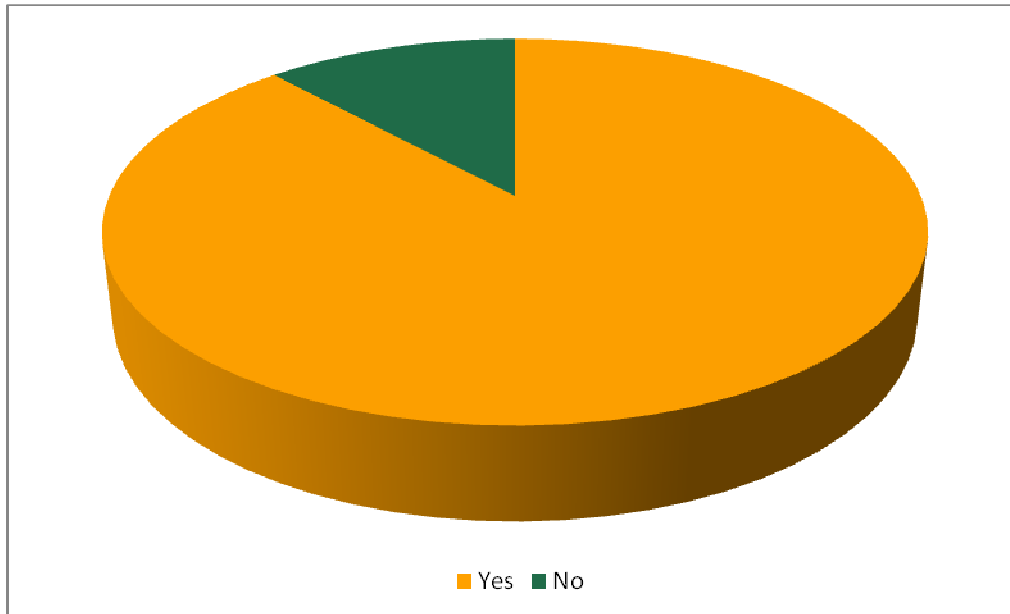
- Maximize the full potential of existing employment sites, no to new business park development.
- Some supported the objectives whilst others thought they were unnecessary or unrealistic. Some thought its effectiveness would depend the way it was implemented.
- Need to improve transport links.
- Support as long as provided no impact on the greenbelt, rural countryside or valuable agricultural land.
- Small business units with affordable rents and simple leases.
- Regeneration and the re-development of brownfield land within the town should be a priority.
- Mixed views on the requirement for office space.
- Providing high quality, well-paid employment in Congleton is crucial.
- Need to encourage graduate entry (or start up) employment into Congleton.
- Non-retail employment within or on the edge of the town centre must be enhanced.
- Mixed views regarding the development of Radnor Park, Congleton Business Park, and Eaton Bank.
- Before building the infrastructure. There should be a clear indication and support that employers see Congleton as a viable business location.
- Jobs first and housing second.

- Should be informed by the Cheshire East Employment Land Review.
- No more empty employment space.
- Self containment not important if public transport links are improved.
- The need to complement and underpin the provision of employment land and buildings by investing in significant provision of new housing as this will be vital in attracting and retaining workers and key personnel for new businesses.
- Provision of affordable housing important.
- Mixed views regarding the importance of the self-sufficiency of Congleton.
- Start small and make success of that.
- Speculative construction of employment building is destructive.

2 Town Centre

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

- 72% of respondents answered this question
- Yes (88%); No (12%)



Key themes from the consultation:

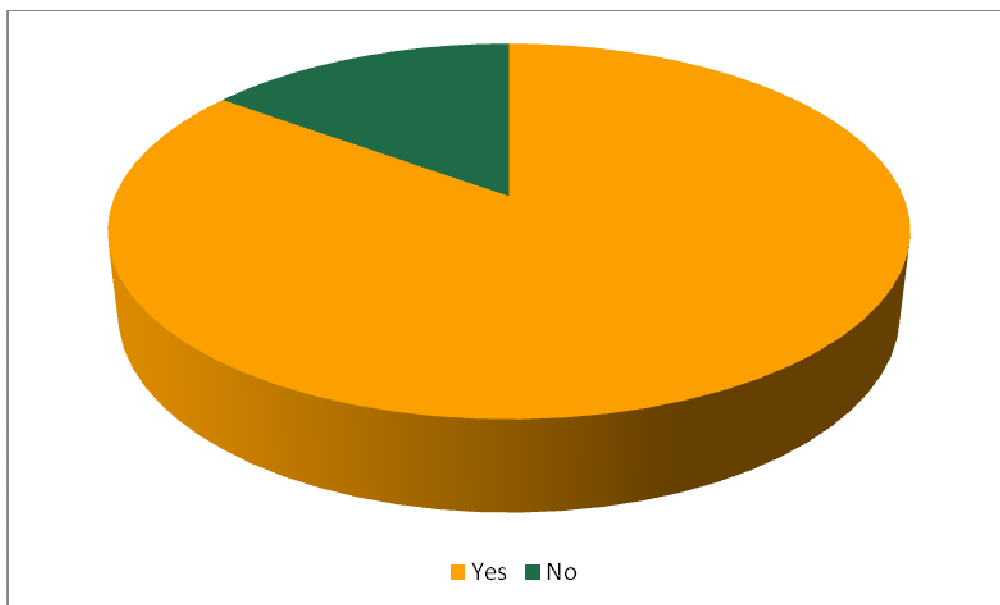
- The recent decision to charge for parking in the town has seriously deterred people from using the town centre as people will utilise nearby retail parks where parking is free and access better.
- There was support for this objective though some thought it was too broad or that its success would depend the way it was implemented.
- Town centre destroyed by Barn Road and West Heath.
- Small independent shops need to be encouraged to improve vibrancy and create character.
- Refocus, regenerate and rejuvenate the land already there.
- The town centre is unattractive.
- Achieving the objective is likely to be compromised by industrial and housing developments (e.g. Sandy Lane, Wall Hill farm) on the edge of the town.
- Concerns over the type of retail outlets e.g. cafes, restaurants, charity shops and takeaways prevalent in the town.
- Better quality of retail units.
- Outdoor seating makes the town centre much more friendly and vibrant and should be encouraged.
- Much of the ambience of the town centre was destroyed many years ago by the Police Station, Council Offices and Library and Bridestones Centre.
- Do not tie the town to the market and consumers do not want markets, they damage the economy.

- Concerns over evening entertainment and drinking in the town.
- Employment should be encouraged within the town centre boundary including offices.
- High quality public art required.
- Scale of retail development should be compatible with the town's key service centre status.
- The town relies on small shops, which come and go with increasing frequency.
- Mixed views on the role and purpose and location of the market place within the town.
- Open spaces and trees in the town centre.
- There should be less concern for the 'traditional' market and more emphasis on farmer's markets selling local produce.
- Not in keeping with heritage.

3 Environment and Green Living

Do you agree with the Environment and Green Living Objective in the draft Congleton Town Strategy?

- 70% of respondents answered this question
- Yes (85%); No (15%)



Key themes from the consultation:

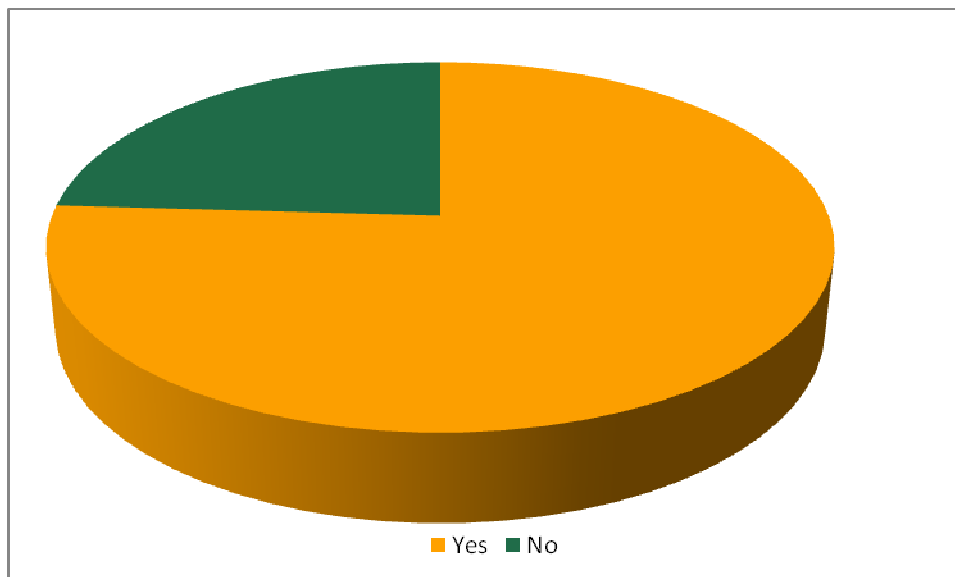
- Limit development to safeguard environment / natural assets.
- The environment and green living of Congleton will be damaged by building huge housing estates and business parks for which there is no defined demand.
- Farming land should be protected due to important role in food production.
- Keep Back Lane Village Green, Lamberts Lane 'green' link across south of the town.
- Mixed views regarding renewable energy production.
- Ensure plenty of green spaces
- Wildlife corridors should be protected.
- Improving what we have rather than expanding the town beyond the capabilities of its infrastructure.
- Mixed views on the value/existence of Congleton's historic or heritage value.
- New development should not adversely affect local air quality.
- Quality of life should be acknowledged more.
- Should reduce car parking charges due to impact on congestion.
- Concerns over the impact of development on traffic congestion and air quality.
- Please provide more allotments.
- No point in building new industrial / technology site whilst there are already empty areas in and around town.
- Environmental assets should be well maintained.

- Policies should not serve to overburden developers with financial costs that could ultimately impact on the viability and deliverability of proposals.

4 Linking Places

Do you agree with the Linking Places Objective in the draft Congleton Town Strategy?

- 71% of respondents answered this question
- Yes (76%); No (24%)



Key themes from the consultation:

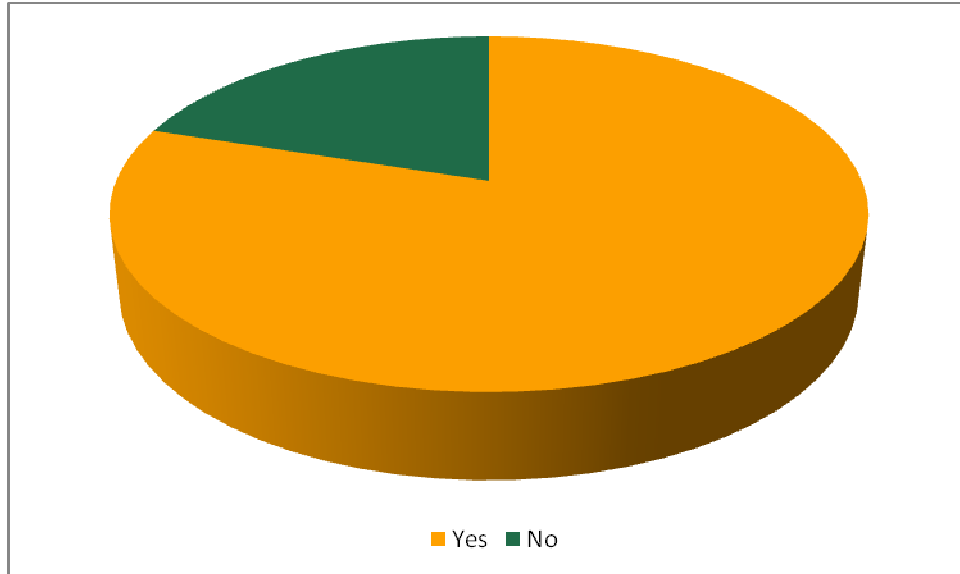
- Strong mixed views on the development of the Northern Bypass.
- Northern Bypass needs a feasibility study
- Improve public transport.
- Safe walking and cycling routes needed.
- Some support for the objective others thought it was too vague or that its success would depend on implementation.
- Improvements to the existing A34 / A534 Wagon & Horses junction and Rood Hill are imperative before any development.
- Cross town links including cycle routes are required.
- Need a better rail service running both north and south.
- There is a need for more infrastructure before any future development.
- Traffic congestion an issue.
- Railway station outside the town is an issue; also needs upgrading.
- No rail connections for transportation of goods.
- Depends on quality & quantity of services made available and their relative costs and destinations.
- Cutbacks are reducing bus routes and making cycle routes dangerous.
- Improved disabled access required.
- Encourage electric vehicle infrastructure.
- Fragmentation of traffic on Mountbatten Way and Clayton Bypass is an issue and a priority.
- Insufficient roads for Back Lane, Radnor and Greenfield Industrial Estate.
- The form of the town presents a problem

- Policies should not serve to overburden developers with financial costs that could ultimately impact on the viability and deliverability of proposals

5 Community Infrastructure

Do you agree with the Community Infrastructure Objective in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (80%); No (20%);



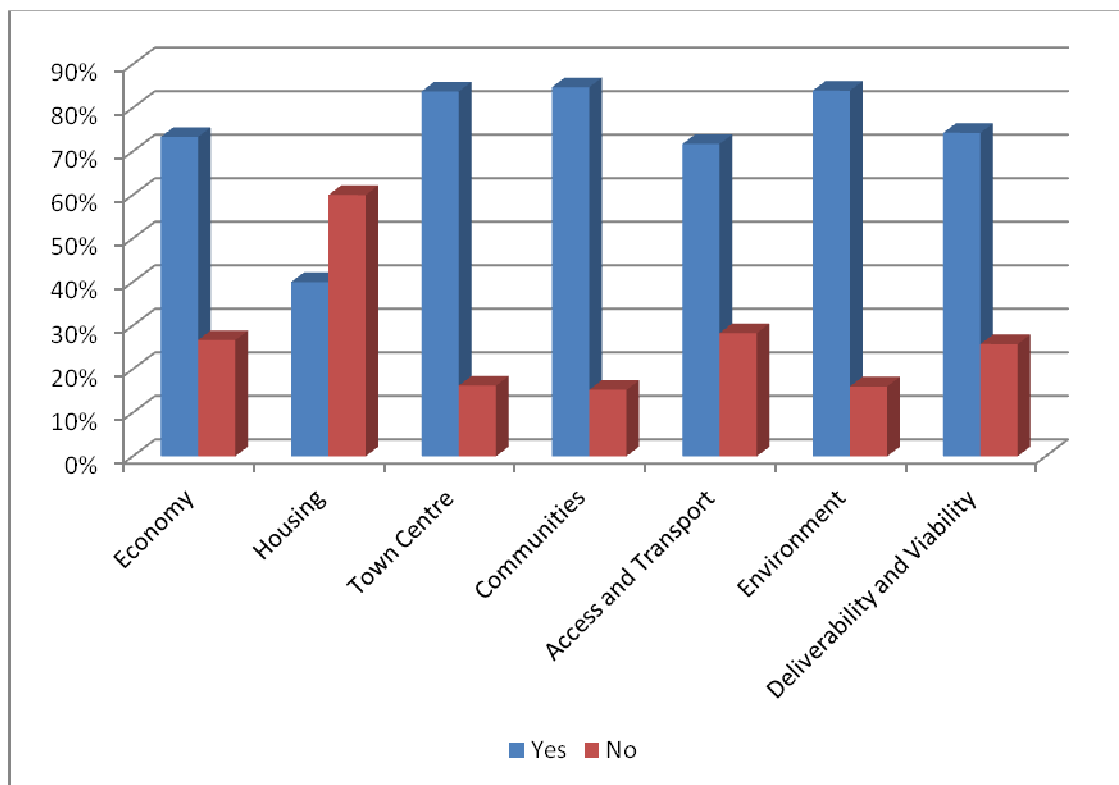
Key themes from the consultation:

- Some thought the objective was too basic or generic with disregard to implementation.
- Plan doesn't seem to take account of the shift in demographics.
- Improve current community and infrastructure in the town and surrounding area.
- Concern about the lack of facilities for the youth of the town
- Link Leisure Centre and Library to form a lifestyle / wellbeing centre, on the leisure centre site, library and function rooms on a second floor level.
- Concern over growth effecting community cohesion.
- Encourage and enable travel by sustainable modes, principally walking and cycling.
- High speed broadband.
- Policies should not serve to overburden developers with financial costs that could ultimately impact on the viability and deliverability of proposals.
- Community consultation essential.

Q3 Strategy

Do you agree or disagree with the Strategy as set out in the draft Congleton Town Strategy?

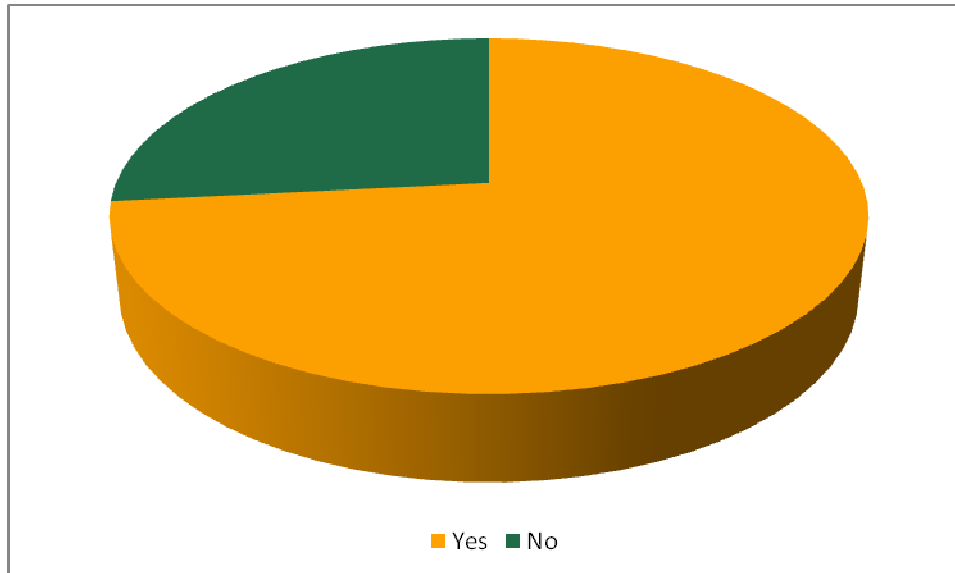
- 69% of respondents answered Theme 1 (Economy), 72% Theme 2 (Housing), 73% Theme 3 (Town Centre), 69% Theme 4 (Communities), 69% Theme 5 (Access and Transport), 69% Theme 6 (Environment) and 66% answered Theme 5 (Deliverability and Viability)



1 Economy

Do you agree with the Economy Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (73%); No (27%)



Key themes from the consultation:

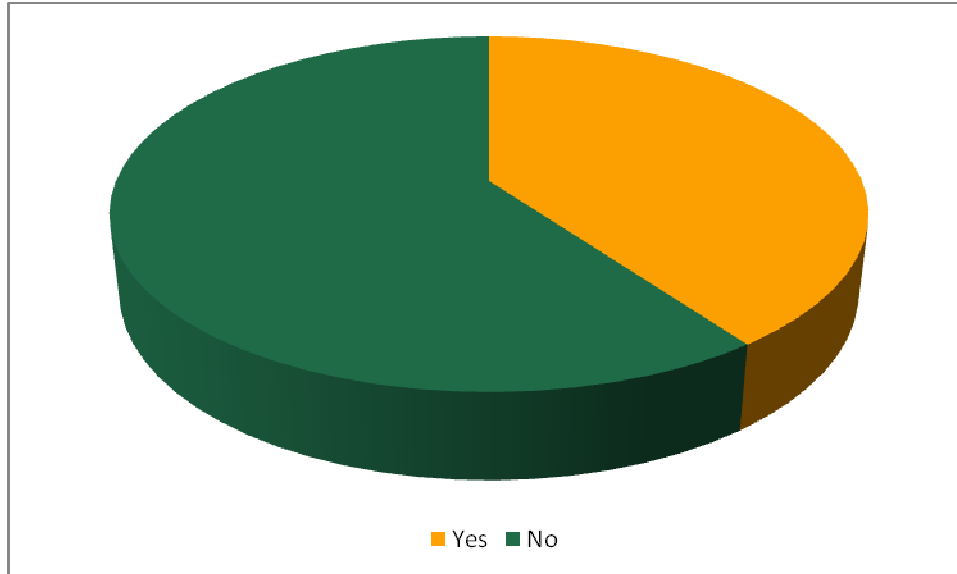
- Support and improve attractiveness of existing business areas and maximise their use.
- More could be done to improve the aesthetic and commercial attractiveness of existing business areas and to utilise for commerce some of the space occupied in the town centre by crumbling (both physically and economically) shops.
- Need to be realistic about demand.
- Support the need to retain existing industries within the town, at the same time it will be important to ensure that the operational needs of new small, medium and large sized businesses can be adequately accommodated on high quality sites which are sustainably located and well connected to the highway network.
- Emphasis should be placed on developing employment opportunities close to the town centre rather than weakening efforts to rejuvenate the centre by situating business parks on the periphery.
- Start small, be successful then expand.
- Depends on implementation.
- Utilise brownfield land, protect Greenfield land.
- Good links needed between homes, businesses and schools including high speed broadband, and connectivity etc
- Support for the agricultural economy should be mentioned in this section.
- To secure economic growth and new job creation in Congleton will require a sufficient supply of high quality and available employment land to facilitate and attract new investment in the town.
- No effort should be made in relation to tourism.
- Support for the objective but needs to be more specific.

- Expansion should be located on Congleton Business Park with a link to Radnor Park.
- A strategy to insist that the industrial areas become transition areas. Designate the industrial areas as Congleton Green Tech or Congleton Green Works areas
- Employment sites in Congleton have been allowed to lapse in the past (around Spindle Street, Buxton Road - by Throstles Nest and the old Congleton Board site and the old Cattle market).
- Should be informed by the Cheshire East Employment Land Review.

2 Housing

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

- 72% of respondents answered this question
- Yes (40%); No (60%)



Key themes from the consultation:

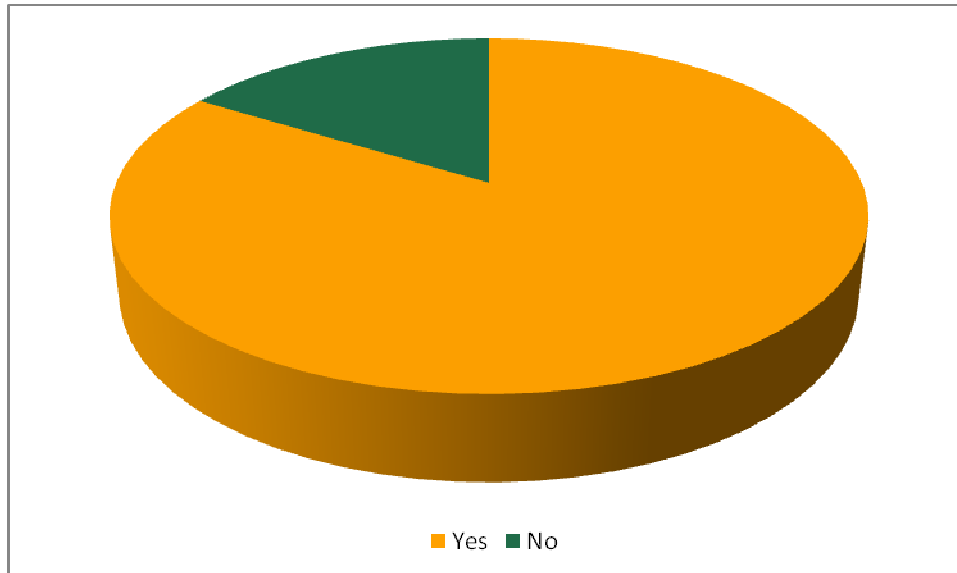
- No proven need for housing numbers.
- Brownfield sites should be utilised, though comments were made that brownfield development can be challenging in terms of viability.
- Local employment needs to be generated before housing development as Congleton is already effectively a dormitory town.
- House building in the town should be mainly affordable homes.
- Key infrastructure such as community facilities, schools, medical and transport should be in place before any development.
- Concerns over the location of new homes.
- Empty homes should be utilised first.
- The elderly should be considered in terms of accessibility to the town centre.
- Care should be taken to provide a wide choice of high quality homes.
- Development on green field sites would be in direct conflict with one of the four aims for sustainable development i.e. effective protection of the environment.
- Housing should be for Congleton people and employed people in the local area.
- Depends on implementation.
- Would want to see all new houses and all new development conform to the highest standards of energy efficiency, sustainable construction etc, available at the time, not simply meeting the minimum standards set out in the regulations.

- Area based developments need to have a master plan so that development is co-ordinated thus avoiding the current the ad hoc developer led approach that currently diminishes opportunities to integrate infrastructure with local communities.
- Concerns regarding the sustainability of growth.
- Mixed views regarding the amount of houses that should be delivered.
- It is important that those sites which are well placed to deliver housing development at an early stage, because they are in sustainable locations and have no significant constraints, are encouraged to do so.
- The town strategy is intended to form part of the Local Plan evidence base and it will need to assess in particular how an additional buffer of 5% in housing numbers (some 175 units) will be included within the first part of the plan period to accommodate choice and competition in the housing market for land.
- If public transport links are improved, housing can be accommodated elsewhere in Cheshire East to render disadvantaged towns more viable
- Improve existing built up area, making it clean and accessible.
- Ensure that housing requirement has been informed by a credible and robust evidence base.

3 Town Centre

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

- 73% of respondents answered this question
- Yes (84%); No (16%)



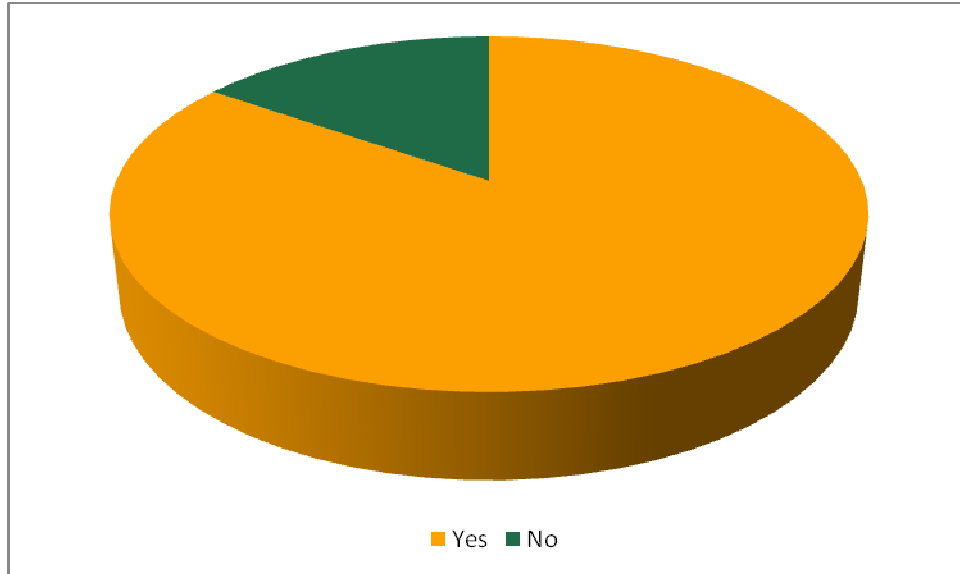
Key themes from the consultation:

- Adequate area needed for the market with sufficient free parking to encourage shoppers.
- Transport links into and out of the town centre need to be improved.
- Improve the town environment and it will develop organically.
- Congleton's night time economy does not need enhancing.
- Learn lessons from the farmers' market movement.
- Develop town centres for leisure and housing.
- Car parking charges an issue.
- Ensure that the town remains a self sufficient and attractive location for people to live and work.
- Vacant town centre units & derelict buildings could be used for small businesses instead of creating out of town centres.
- Depends on implementation.
- Encourage cycling and walking in the town centre.
- Transport links need to be improved.
- Concerns over the type of retail development allowed in the town.
- Provide low cost facilities to small independent retailers as part of out of centre shopping complexes.
- Mixed used regarding the mix and scale of uses in the town centre i.e. cultural, residential, nightlife, retail.
- Development needs to be sympathetic with existing character of town.
- Keen to enhance Buglawton entrance into town i.e. Trees.
- Views out to the countryside should be enhanced.

4 Communities

Do you agree with the Communities Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (85%); No (15%)



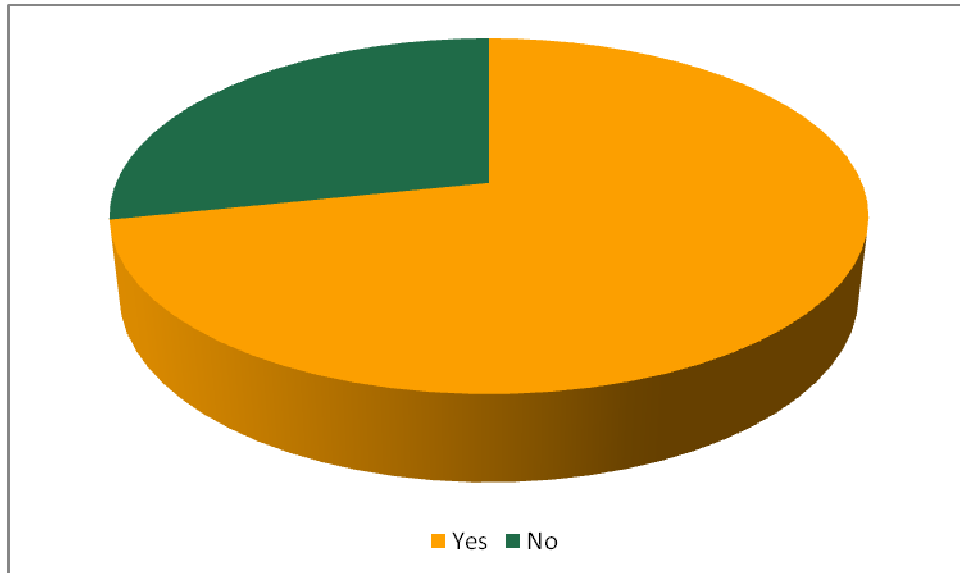
Key themes from the consultation:

- Should consider all sports organisations, not just the Rugby Club
- Could existing school facilities be utilised by the public?
- Encourage Congleton people by putting facilities into art and recreation.
- Concerns over how this will be financed, executed and maintained.
- Swimming pool at one of the schools.
- Comments regarding whether existing community facilities should be improved or new ones built.
- Provision of open areas.
- A new community health centre must be an absolute priority.
- Amalgamate library and leisure centre on one site.
- Concerns regarding population growth and community cohesion.
- More focus needed on clubs, societies and activities e.g. cubs, scouts, theatre groups, sports facilities.
- Cultural / community information boards in the town centre.

5 Access and Transport

Do you agree with the Access and Transport Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (72%); No (28%);



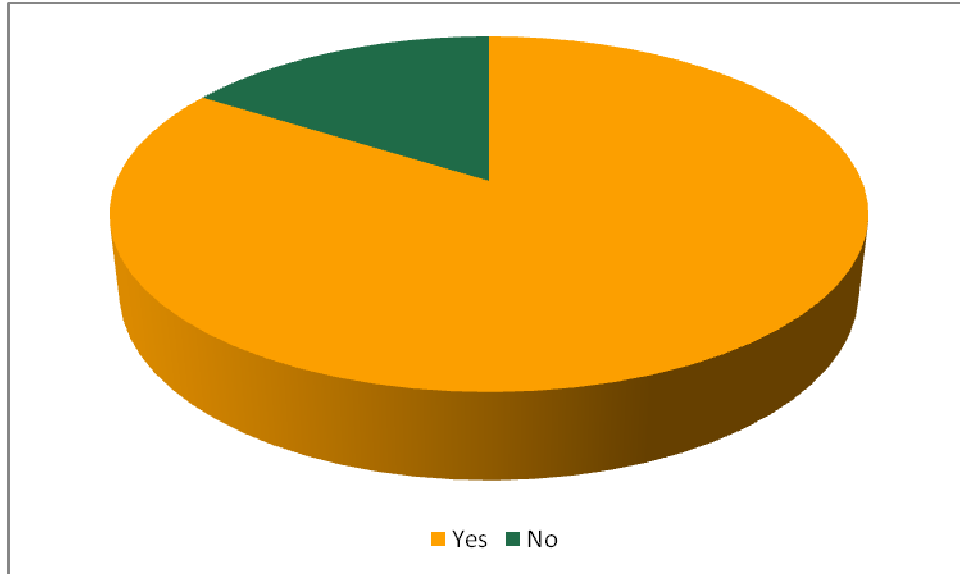
Key themes from the consultation:

- Need to improve traffic flows and improve attractiveness of alternatives.
- Northern bypass should be mentioned in this section.
- Secure cycle parking should be provided at all key locations throughout the town
- Encourage more sustainable travel by providing good quality and safe footways and cycle-ways to link residential areas to the town centre, rail station, employment sites and schools.
- Current car parking strategy is ineffective.
- Closer integration of rail / bus services and extended into the evening.
- Priority to public transport would reduce parking need.
- More pedestrian crossings i.e. Mountbatten Way.
- All town houses should have a parking space.
- Comments have suggested the plan is ambitious, others say it does go far enough; others believe success depends on implementation.
- Make Lawton Street, High Street, Market Street a one-way. Re-open Foundry Bank, make Worrall Street a one way and provide buses from Bus Station to Leisure Centre and Park etc.
- Incentivise low carbon technologies through the provision of appropriate infrastructure.
- Linkage to Barn Road and the leisure hub needs to be achieved

6 Environment

Do you agree with the Environment Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (84%); No (16%);



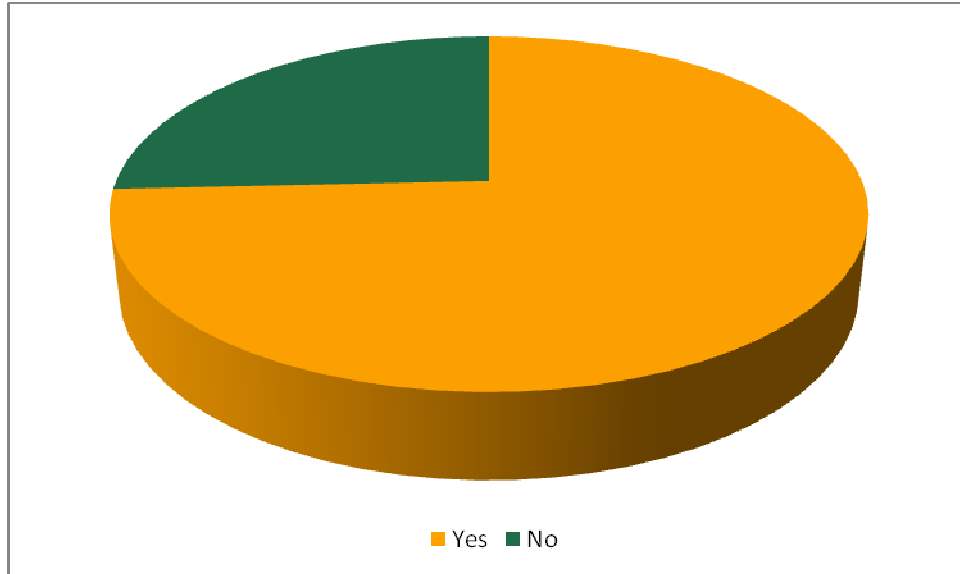
Key themes from the consultation:

- Safeguard existing green spaces.
- Progress on Dane Hydro project?
- Ensure policies are consistent with action taken.
- Should mention protection of the countryside, Green Infrastructure and bio-diversity.
- Importance of agricultural land to food production.
- Renewable energy systems and green developments can give Congleton competitive edge.
- More detailed consideration should be given to Green Infrastructure provision.
- Projects must be cost effective and provide value for money.
- Too vague.
- Provision of allotments.
- Mixed views regarding whether the town's remaining historic character should be safeguarded.
- More clarification of what amounts to "appropriate scale" for renewable projects.
- Encourage locals to think local and more self-sufficient. Let's have local combined heat and waste units that convert our waste to energy for use locally.

7 Deliverability and Viability

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

- 66% of respondents answered this question
- Yes (74%); No (26%);

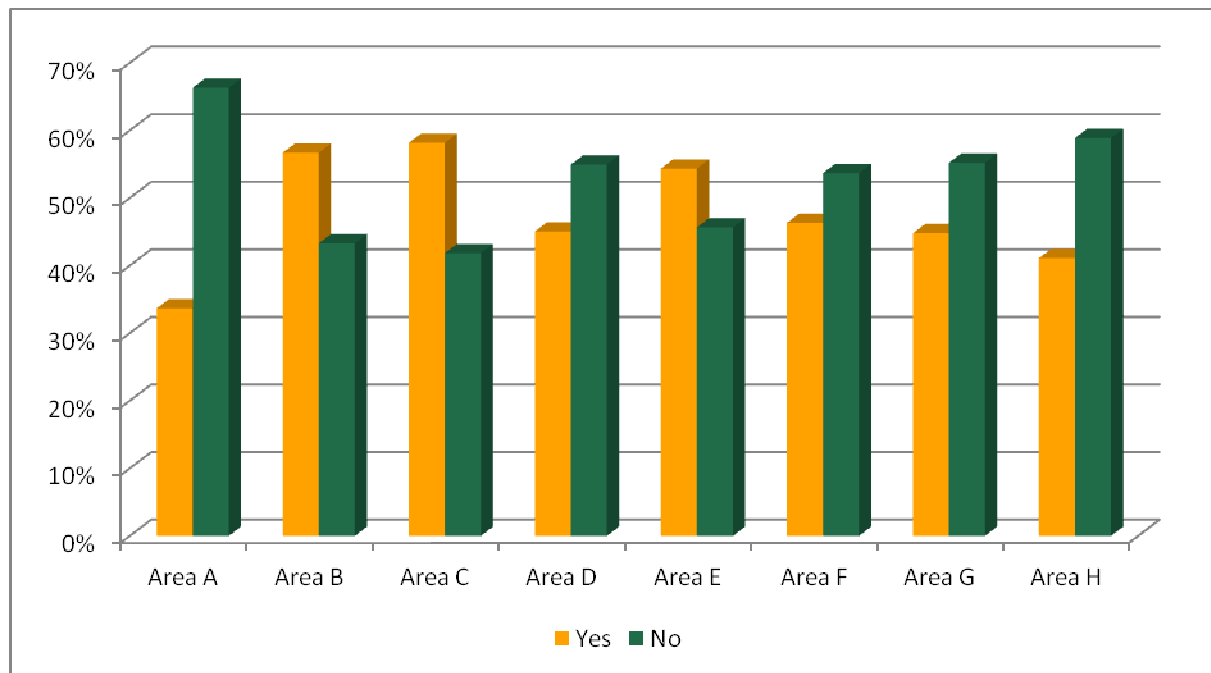


Key themes from the consultation:

- Some thought this theme was too vague and that the strategy was unviable, others thought its success would be measured by its implementation.
- NPPF requires a positive and proactive approach to planning.
- Needs a greater vision for Congleton – what is its unique appeal?
- Disagree with the value of this theme.
- Infrastructure needs to be provided first.
- Ensure the strategy has been informed by a credible and robust evidence base.
- It will impact greatly on other local communities for Congleton Town Council to achieve their plans.

Q4 Potential Development Options

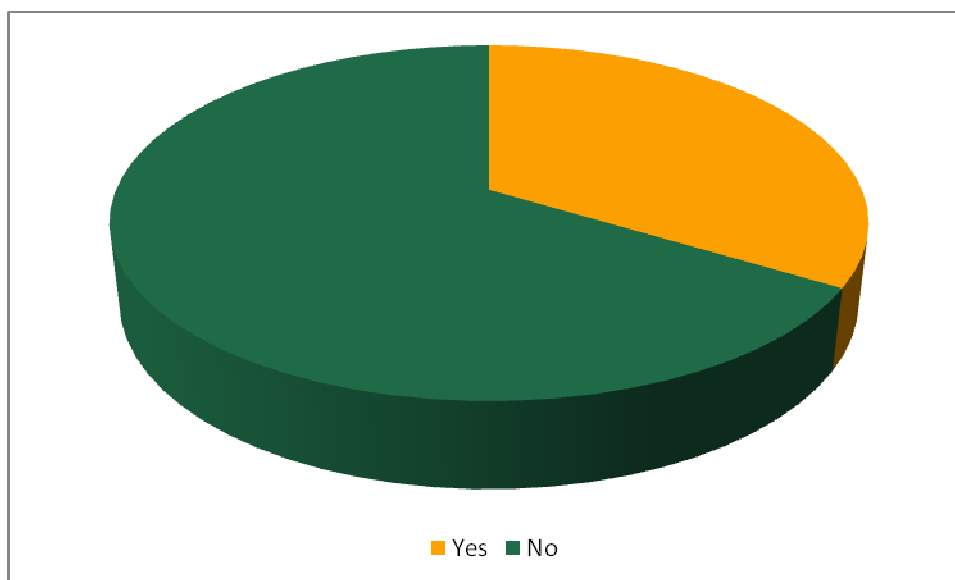
Do you agree or disagree with the potential areas for future development in the draft Congleton Town Strategy?



Site A

Do you agree with site A as a potential area for future development

- 64% of respondents answered this question
- Yes (34%); No (66%)



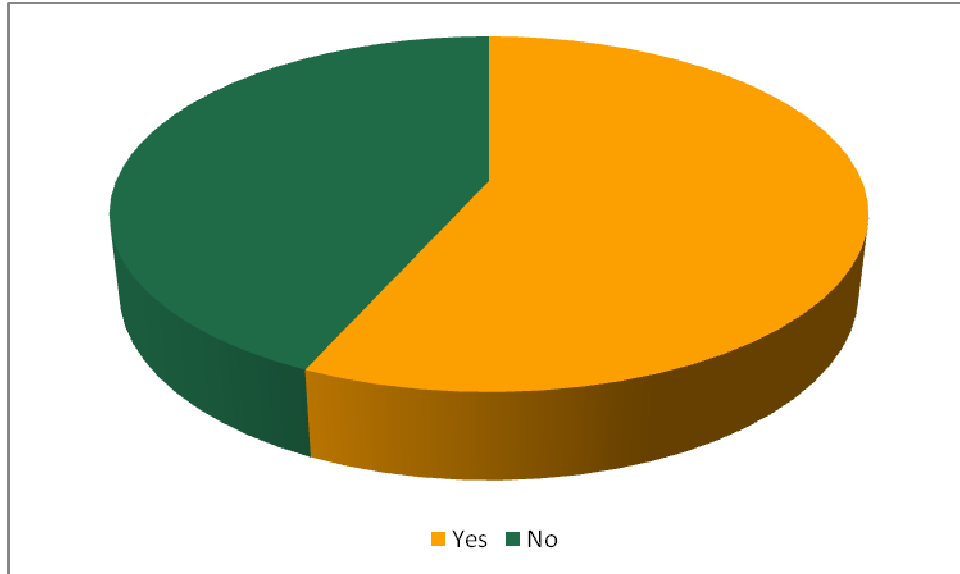
Key themes from the consultation:

- Brownfield sites should be developed first.
- Protect open countryside and green field areas.
- Demand for new houses is questioned.
- Current infrastructure is inadequate; cost of new infrastructure would be too high.
- Development on this side of town gives easy access to motorway and proposed economic areas.
- Protect Back Lane Village Green Status.
- Various comments are made regarding issues with the existing transport infrastructure.
- A bypass is needed.
- With regards housing and employment sites in Congleton, we seem to have a “mish-mash” of these around each other – typical example is Radnor Park.
- Development unfairly unbalanced to the north of Congleton.
- Land around the site is valuable for its agriculture, habitat and scenery; also it is subject to flooding.
- Comments regarding extensions to the Radnor Park link.
- Public transport links needed to make the site more sustainable.
- Comments disagreeing with the expansion of the town boundary.
- Building 1000 houses in a village of a few hundred will change the character of Somerford.
- Most suitable of all options.
- Homes should be nearer town and Business Park.

Site B

Do you agree with site B as a potential area for future development

- 63% of respondents answered this question
- Yes (57%); No (43%)



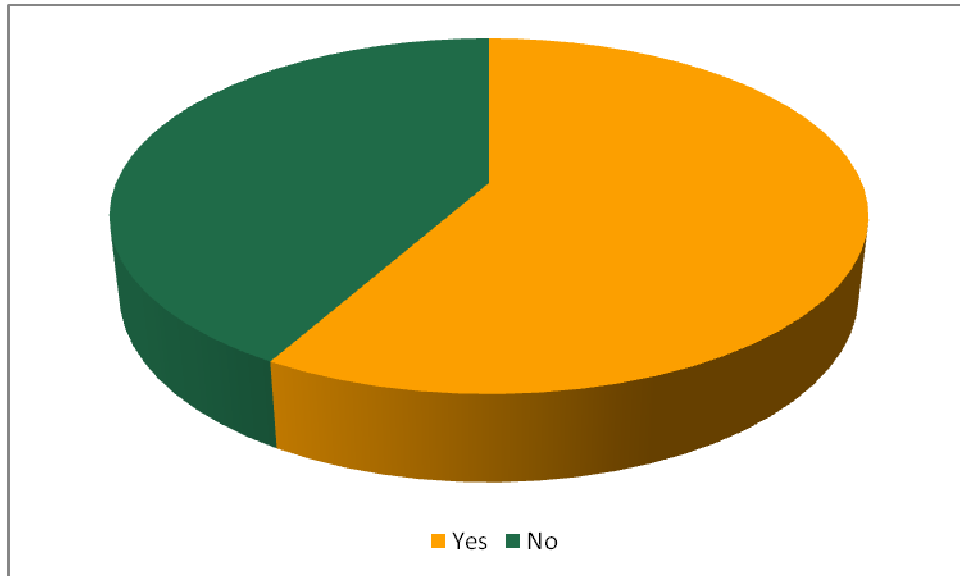
Key themes from the consultation:

- Bypass and access road must come first.
- Radnor Park needs to be remodeled.
- Urban sprawl into a rural environment.
- Some agree with this development whilst others question demand.
- It would provide easy access to motorway networks, without impacting the town centre area, which is practical for commercial vehicles.
- With regards housing and employment sites in Congleton, we seem to have a “mish-mash” of these around each other – typical example is Radnor Park.
- If this can be achieved within the town’s boundary.
- Based on road links and not rail.
- A logical extension to Radnor Park.
- Encroach onto Dane Valley with possible flooding consequences.
- Encourage town centre office employment.
- Mixed views regarding road capacity and the encouragement of sustainable travel.

Site C

Do you agree with site C as a potential area for future development

- 64% of respondents answered this question
- Yes (58%); No (42%)



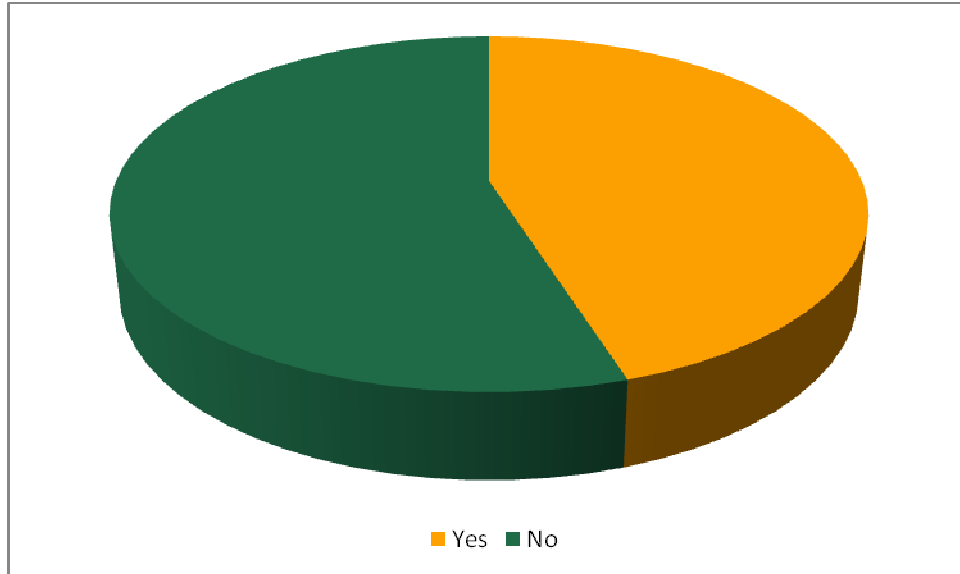
Key themes from the consultation:

- Requires improvement to road network.
- Northern Bypass needed.
- Contains a site of biological importance and is adjacent to ancient woodland, which would need to be given protection before the site is further developed.
- Radnor Park & Congleton Business centre should be linked internally to provide better access.
- No building should take place in the River Dane Valley.
- Sustainable travel measures need to be implemented.
- Impact on green areas.
- Not convinced of the need to attract new business.
- Need to attract office based businesses into town centre.
- Historically there were ground problems when earlier proposals for expansion of the employment area were suggested.
- Some agree with the proposal, though some think, more consideration and thought is required.
- Agree if this can be achieved within the town boundary.

Site D

Do you agree with site D as a potential area for future development

- 59% of respondents answered this question
- Yes (45%); Disagree (55%)



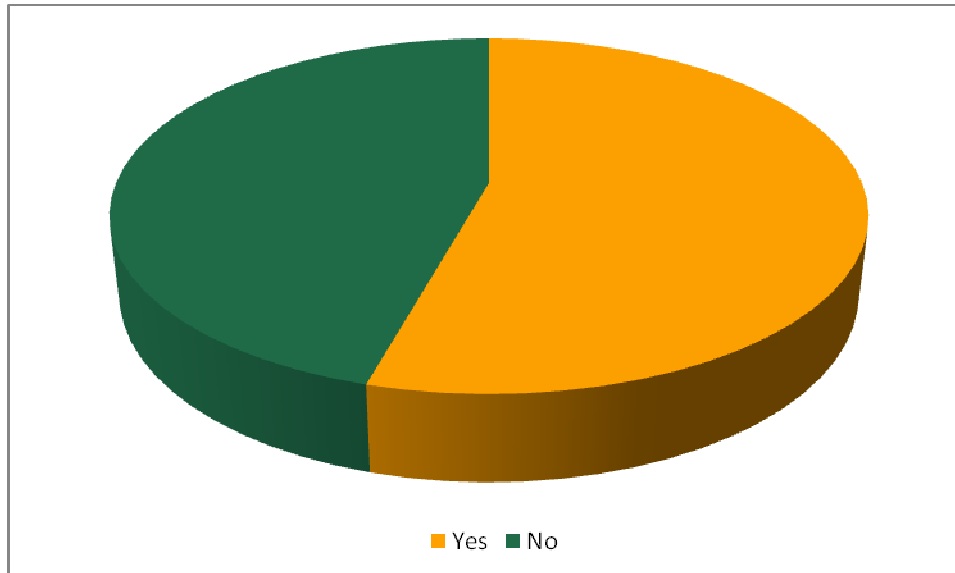
Key themes from the consultation:

- By-pass needed.
- Road infrastructure needs improvement.
- Urban sprawl into unspoilt countryside.
- Brown field sites should be developed first.
- Inadequate infrastructure.
- I can not see much benefit as the houses on the old cattle market have not been a great success.
- Too many houses proposed.
- Loss of agricultural land.
- Too far out of town centre.
- Not convinced of the need for development.
- If green field sites are to be developed, they should be on this side of the town to give access to the motorway network and future bypass.
- Sustainable travel measures need to be implemented and public transport to the town and railway improved.
- Area has already been built on and does have some capacity to have more limited housing stock.
- This area has landscape and topography constraints and is located away from the town centre.
- Area D has sewage drainage difficulties.
- Distance from Town Centre.
- Does not fit in with an agenda of community, town centre revival and heritage

Site E

Do you agree with site E as a potential area for future development

- 60% of respondents answered this question
- Yes (54%); No (46%)



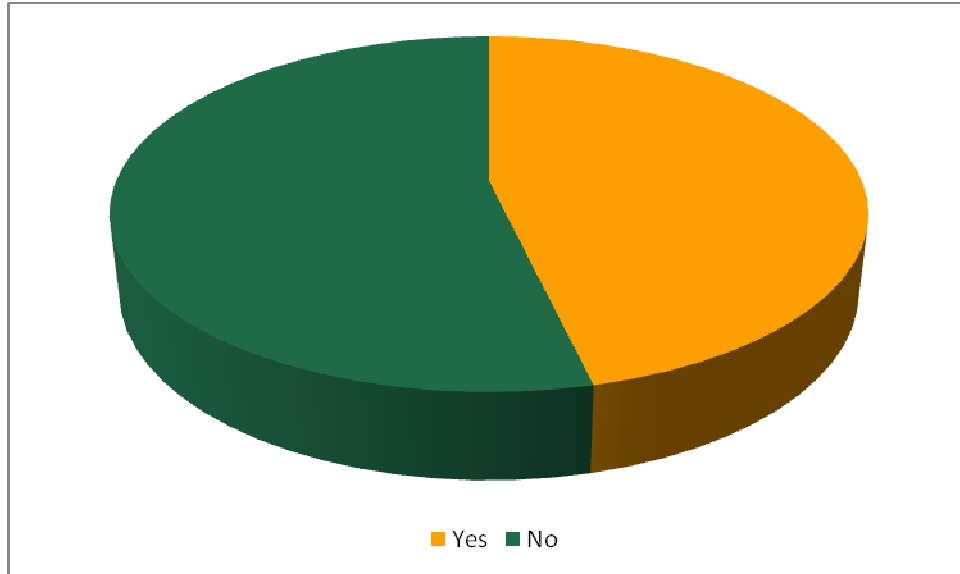
Key themes from the consultation:

- Bypass required.
- Cost of infrastructure.
- Need to resolve town centre traffic congestion.
- There is enough expensive / commuter housing already; a high priority is affordable homes.
- Development on the scale that would be achievable on the site would not be of sufficient size to provide significant community benefits on site.
- Natural infill, modest scale.
- Size of development which makes sense for the town.
- Increase traffic congestion.
- Location sustainable as close to station.
- This area has a high nature conservation value and is a recreational area.
- Object due to impact on open countryside.
- Brownfield sites to be developed first.
- No need for development.
- The landscape and topography would make development very difficult.
- Access issues to the area.
- Agree - If the housing and employment areas are designed well and in the right places.
- The land is poor agriculture and ready for development.
- Impact on the open countryside.

Site F

Do you agree with site F as a potential area for future development

- 62% of respondents answered this question
- Yes(46%); No (54%)



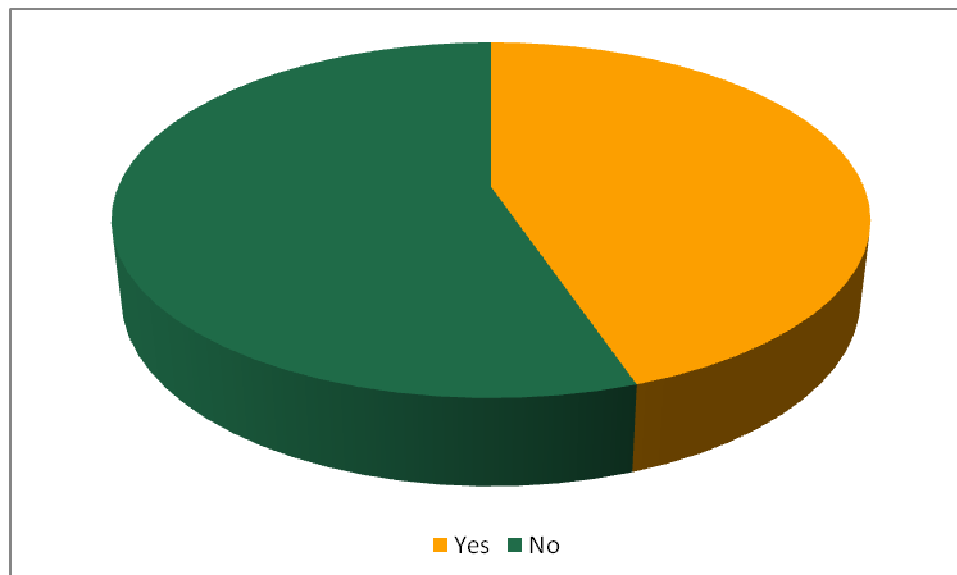
Key themes from the consultation:

- Road infrastructure, access and congestion issues.
- The area is of significant nature conservation and geo-diversity value (sand cliffs in the Howty Valley). It also has significant recreational use with the many footpaths and bridleways passing through area.
- The topography also makes development difficult especially at the steep sided Howty and Dane River valleys.
- Do not agree with any building on open countryside / greenfield areas.
- Should be designated as Local Green Space.
- No proven need for development.
- Need for new roads and by-pass.
- Proximity to railway an advantage.
- Impacts upon Conservation Areas.
- May be a flood risk area.
- Brownfield sites to be developed first.
- Loss of highly valued recreational area of the town.
- 300 homes in a cul-de-sac from town centre not a good idea.
- Great numbers of people who live and work in Congleton now park in Moody Street and in Howey Lane in order to avoid parking fees in the town centre.
- Lamberts Lane crosses the Macclesfield Canal over the snaily bridge a scheduled structure of historic importance and which is totally unsuited to carry any development traffic.
- Nature and wildlife conservation value.
- Inadequate infrastructure.

Site G

Do you agree with site G as a potential area for future development

- 63% of respondents answered this question
- Yes (45%); No (55%)



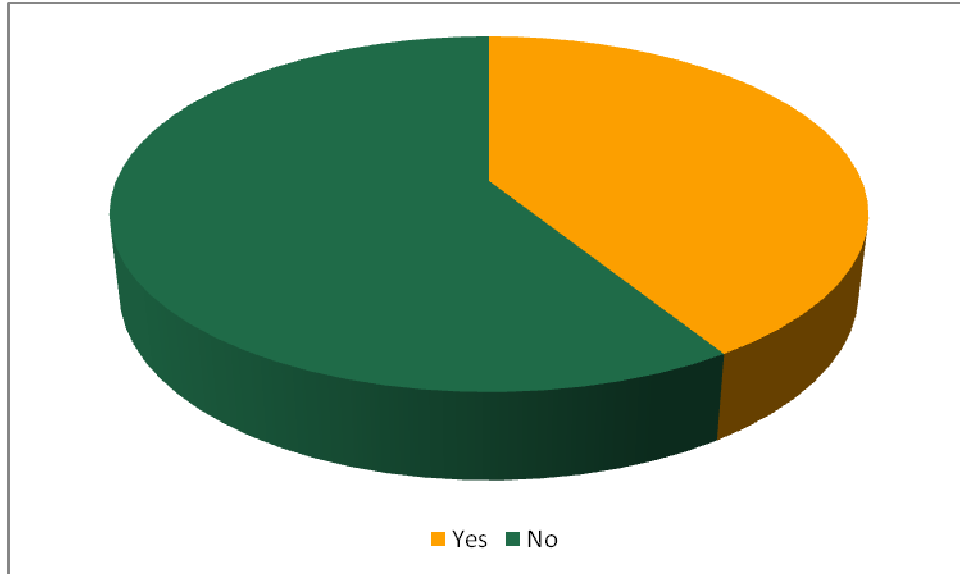
Key themes from the consultation:

- Protect open countryside and greenbelt areas.
- Prime agricultural land.
- Inadequate road infrastructure / capacity.
- Bypass a priority
- Represents undesirable expansion of the town and urban sprawl.
- The site is fairly remote from local and town centre facilities.
- Good access to motorway and reasonable for A34 and south to A50.
- No demand for development.
- Part of the area has degenerated to poor agriculture. The time is right to develop.
- Sustainable due to accessibility to shops, services and transport connections.
- Large scale expansion would allow services, facilities and community benefits to be provided as part of the scheme to improve sustainability of this part of Congleton.
- Concerns over impact to town centre.
- Sustainable travel must be incorporated into this development.
- Mixed use areas are preferable.
- Infrastructure costs too high.
- To preserve some ready access to the countryside develop either one of areas G or H, but not both.
- A good site for a well-designed, energy efficient business park.

Site H

Do you agree with site H as a potential area for future development

- 59% of respondents answered this question
- Yes (41%); No (59%)



Key themes from the consultation:

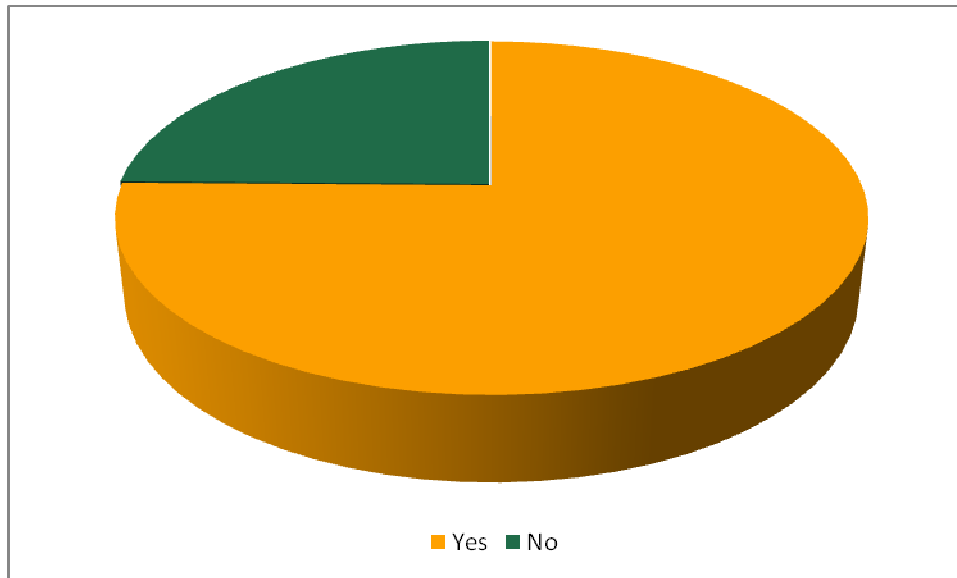
- Good as has links to both M6 junctions and A50.
- Protect open countryside and greenbelt areas.
- Prime agricultural land.
- Inadequate road capacity / infrastructure.
- Represents undesirable expansion of the town and urban sprawl.
- Based on road links, not rail.
- Significant travel planning and sustainable travel must be incorporated into this development.
- Mixed use proposal preferable to housing only.
- Infrastructure costs too high.
- Benefits would accrue to the western towns, not Congleton because of better transport links.
- Road links would need to be improved.
- Contrasting views regarding the sustainability of the site in terms of public transport, access to and provision of facilities.
- Topography an issue.
- Loachbrook Farm contains Cheshire's best preserved neolithic long barrow.

Q5 Town Centre Character Area

Town Centre Character Area A

Do you agree with the Town Centre Area A (Retail Heart) in the draft Congleton Town Strategy?

- 66% of respondents answered this question
- Yes (75%); No (25%)



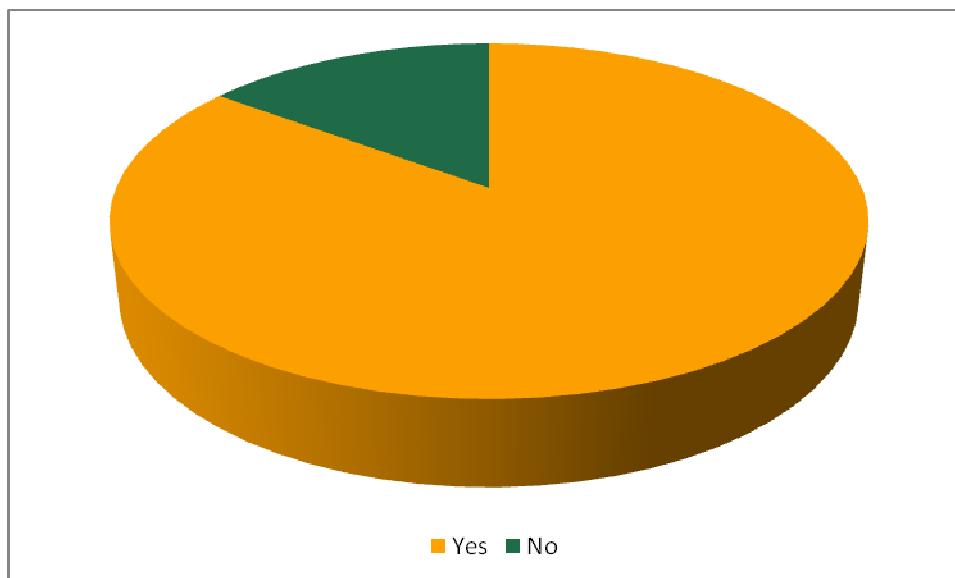
Key themes from the consultation:

- Improve connections between Barn Road and Town Centre.
- Address access and parking arrangements.
- Disagree with Hotel.
- Depends on the quality of services.
- Too much emphasis on retaining the 'historic townscape'.
- Remove Bridestones 1.
- Focus on small businesses.
- Quality hotel would be good for existing businesses.
- Rejuvenate appearance of the Morrison's store.
- There should be a good "market hall" example Leek indoor market.
- Housing and non-retail employment development should be incorporated.
- Concerns over the mix and quality of retail stores.
- Enhance Buglawton / Brook Street 'gateway' into the town.
- Town centre needs to be made safe both day and night.
- Development needs to attract younger people.

Town Centre Character Area B

Do you agree with the Town Centre Area B (Cultural Quarter) in the draft Congleton Town Strategy?

- 66% of respondents answered this question
- Yes (85%); No (15%)



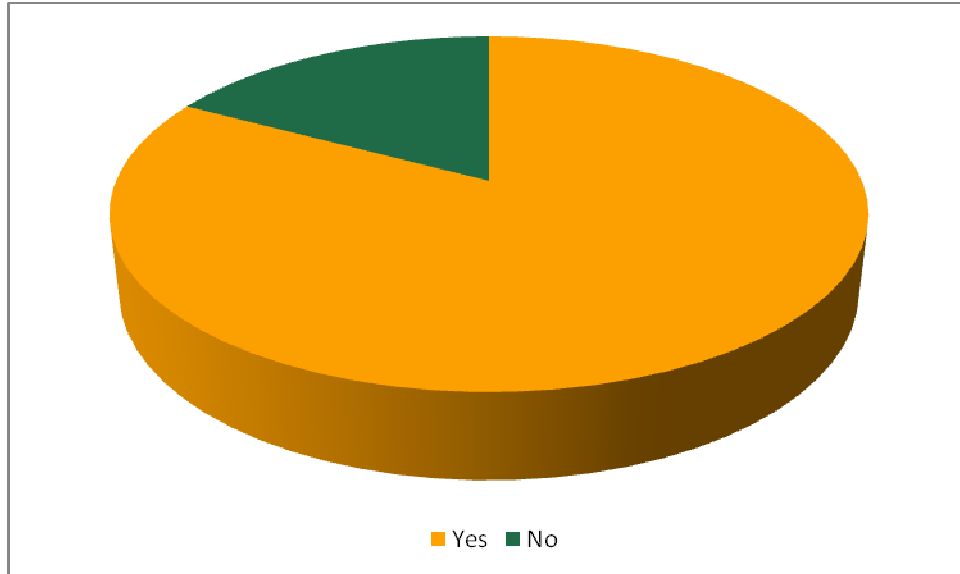
Key themes from the consultation:

- Should be the heart of the town.
- Potential for relocation of theatre and provision of cinema.
- Depends on quality of services.
- Better for the town to be developed for health care facilities than Culture.
- Should be extended to include St Peter's Church which is a grade 1 listed Georgian Church.
- Permanent art exhibitions.
- Better integration with the 'Retail Heart' is needed.
- Needs more specific vision.
- Easy parking and attractive environment.
- Requires regeneration / rebuilding of Library and Police station and the ex-council buildings.

Town Centre Character Area C

Do you agree with the Town Centre Area C (Lawton Street) in the draft Congleton Town Strategy?

- 65% of respondents answered this question
- Yes (83%); No (17%)



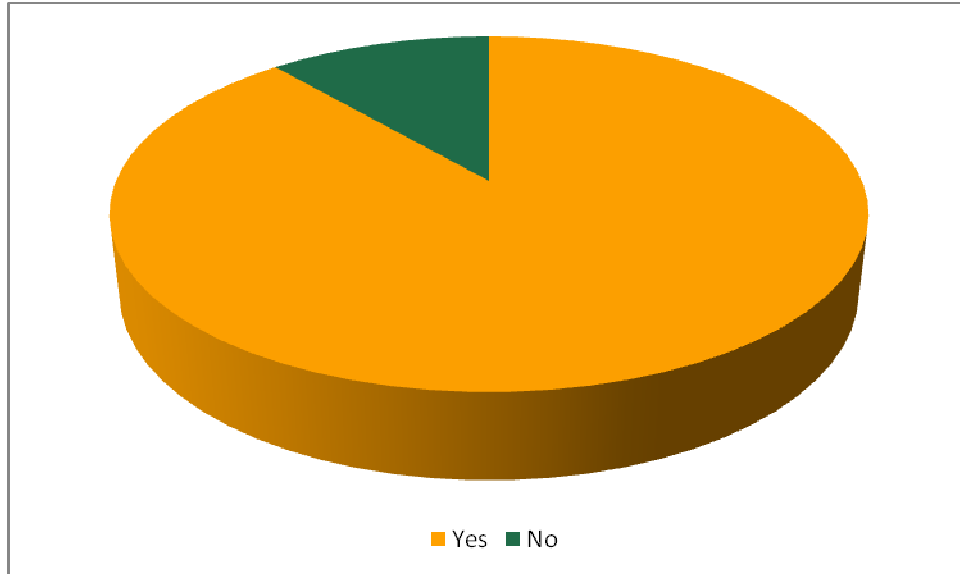
Key themes from the consultation:

- No more Takeaways
- Area could benefit from careful redevelopment.
- Does not reflect or enhance heritage.
- Too much importance attached to the 'historic townscape'.
- Appropriate housing should be encouraged.
- It is important to maintain and enhance the existing retail and service uses in this area.
- Alternative uses only when retail and service uses are not possible.
- A nightclub could be detrimental to the area.
- Previous decisions have damaged this area
- Market Street, High Street and Lawton Street should be made one-way.
- Connection of the two parts should be by means of a pedestrian bridge (or subway) with ramps for disabled persons.

Town Centre Character Area D

Do you agree with the Town Centre Area D (Leisure Hub) in the draft Congleton Town Strategy?

- 63% of respondents answered this question
- Yes (89%); No (11%)



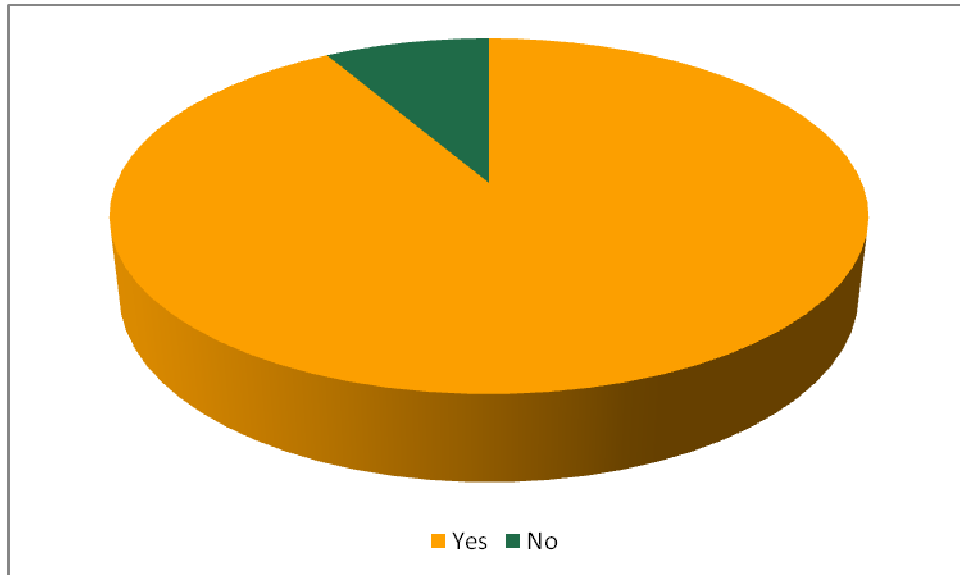
Key themes from the consultation:

- Opportunity to amalgamate leisure centre and library to create a lifestyle centre.
- River Dane given more priority – accessible riverside walks.
- Congleton Park and theatre are key assets to the town.
- Depends on quality of services.
- Parking is an essential consideration.
- Previous decisions have damaged this area
- Mixed views regarding the viability and efficiency of the leisure centre.
- Mountbatten Way cuts this area off from town.
- Unused land could be allocated to housing.

Town Centre Character Area E

Do you agree with the Town Centre Area E (Roodhill and Ropewalks) in the draft Congleton Town Strategy?

- 62% of respondents answered this question
- Yes (92%); No (8%)



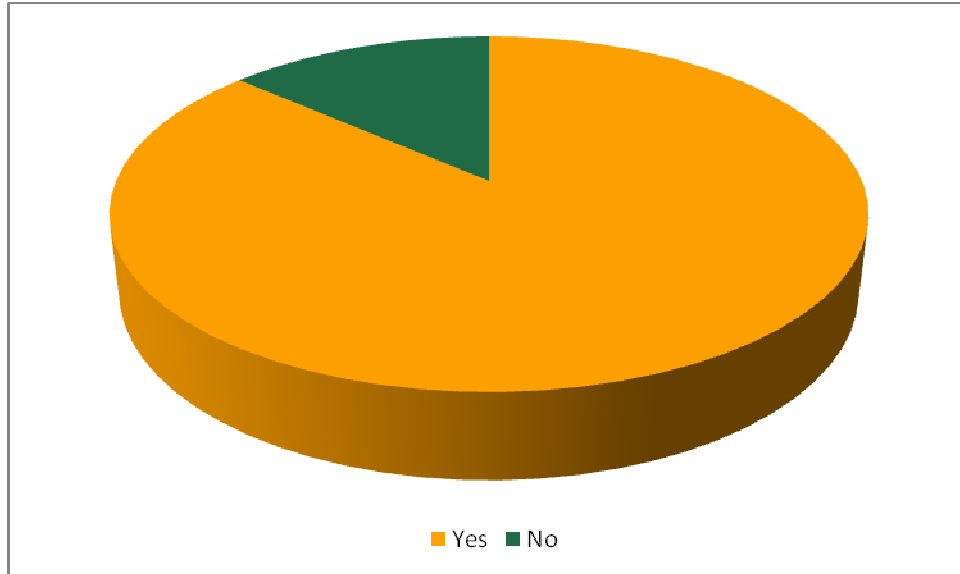
Key themes from the consultation:

- Potential of the River Dane – walkways, cafes, seating etc.
- Remove the steamboat on the River Dane.
- Area needs extending to include Hill Field Steps.
- Mill projects look unfinished.
- Many substandard buildings along Rood Hill and near the roundabout.
- Links between the town centre and Barn Road.
- Nothing should be done to inhibit the through flow of traffic.
- Improve this area, to encourage visitors.

Town Centre Character Area F

Do you agree with the Town Centre Area F (West Street) in the draft Congleton Town Strategy?

- 63% of respondents answered this question
- Yes (86%); No (14%)

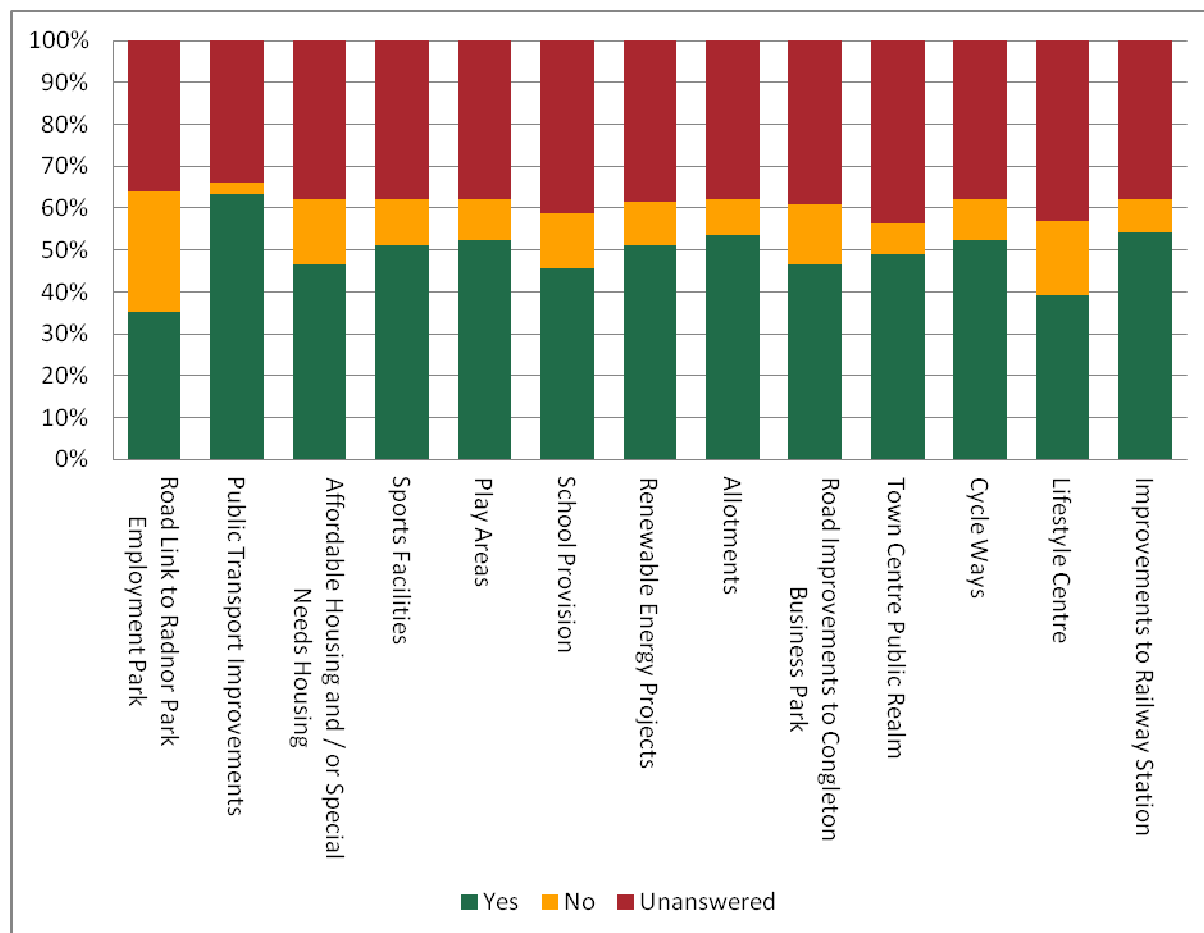


Key themes from the consultation:

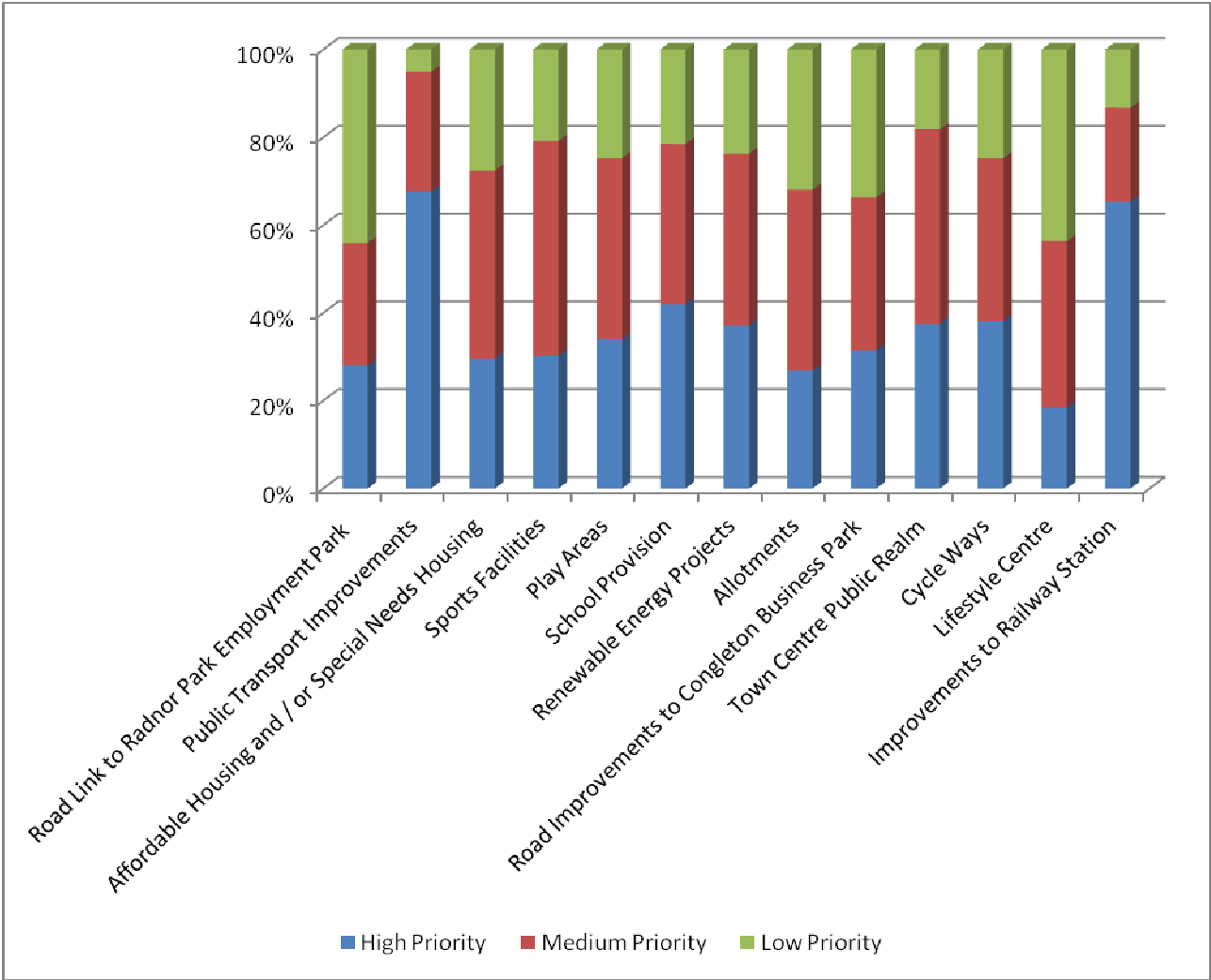
- The 'evening economy' should be safe and family friendly.
- Maintain existing retail and service uses in this area.
- The current pedestrianised area would be nice for sitting out in the daytime or evening if there was scope there to make more eateries.
- Residential uses are important.
- Derelict properties should be brought into use.
- Don't actually specifically state what may happen in these areas
- What is meant by 'link'?

Q6 Infrastructure Priorities

Do you agree with the infrastructure priorities for Congleton?



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



Q7 Other Infrastructure Priorities

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

Key themes from the consultation:

- Northern Bypass is a high priority.
- Road link from Holmes Chapel Road, via Radnor Park and Congleton Business Park terminating onto Barn Road (known as Phase 1 of a future Northern By-pass)
- Astbury Mere Visitor Centre extension.
- Empty shops – utilised for community projects.
- Traffic calming on Canal Road
- Pedestrianisation of town centre.
- Linkages across town.
- Air Quality Action Plan.
- Improvements to Wagon and Horses Junction.
- Green infrastructure and Open Countryside.
- Decontamination of Brownfield sites.
- High speed broadband.
- Facilitate electric power cars.
- Access to the River Dane and footpaths alongside it.
- Improved and free car parking to revitalize the shops in the town centre
- Relocate the council waste disposal dump from Barn Road.
- Create Underground car parks.
- Upgrade bridge at bottom end of Eaton Bank / Jackson Road to allow vehicles through.
- Widening the A34 to improve traffic flow.
- Affordable housing and housing for elderly population.
- Relieving traffic congestion.

Q8 Additional Comments

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

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

- Provide a Retirement village: This would provide a safe, sociable place for retired people and release family size houses onto the market.
- Greater emphasis on climate change mitigation is needed.
- Potential for the relocation of Congleton Football club.
- Greater emphasis on planning for old age and disability e.g. provision of Public Wellbeing Centres, Day and Respite care and putting empty public buildings to good use.
- Greater weight needs to be given to the rural economy and land of high agricultural value.
- Potential for the relocation of Crewe Crematorium and Cemetery in the next 2-3 years.

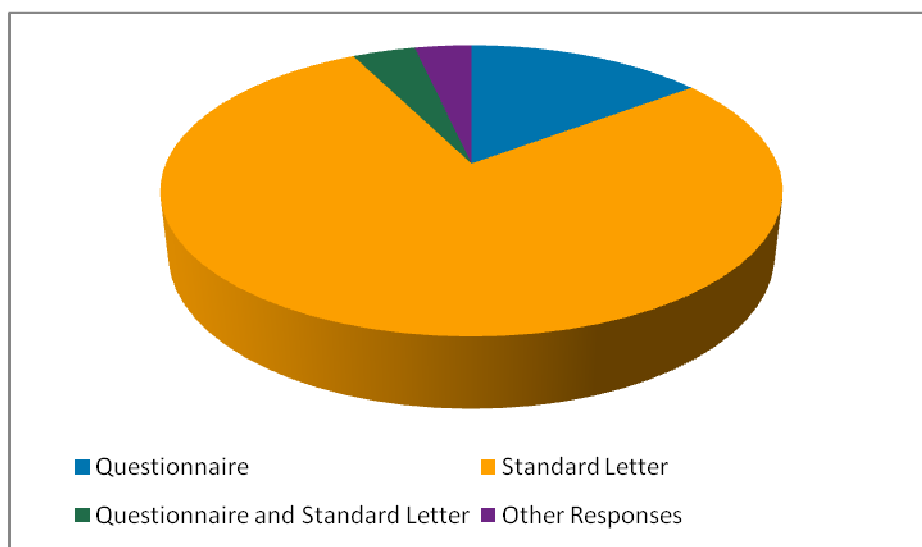
Draft Crewe Town Strategy: Summary Report of Consultation

Overall Response

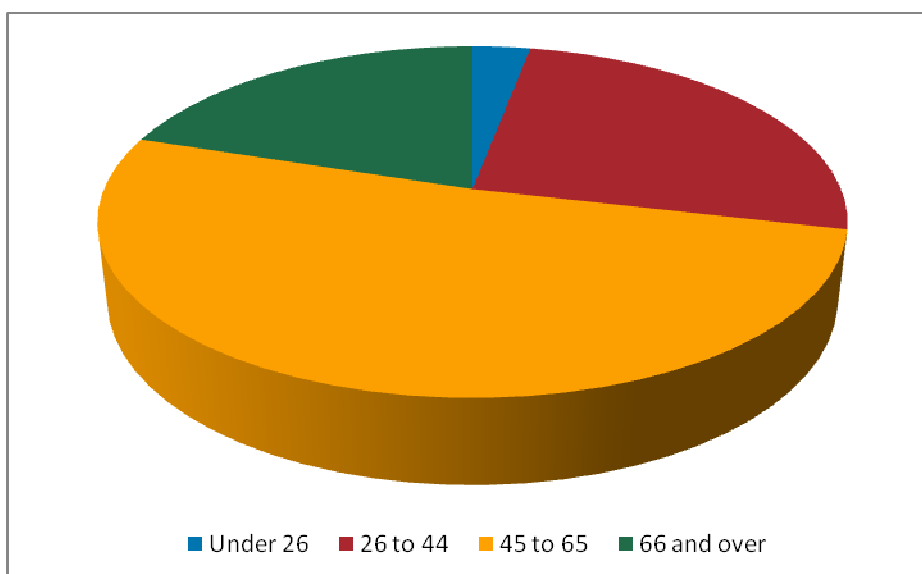
A total of **1985** representations were received on the draft Crewe Town Strategy

8% of these were submitted online via the consultation portal; 92% were either via letter or by e-mail.

15% of responses were made on the official questionnaire; 78% were made via a standard letter; 4% were made via a standard questionnaire and letter and 4% were other responses.



Of the 335 respondents who entered their age details, 3% of people who took part in the consultation were under the age of 26; 26% were aged 26 to 44; 51% were aged 45 to 65 and 20% were aged 66 and over.



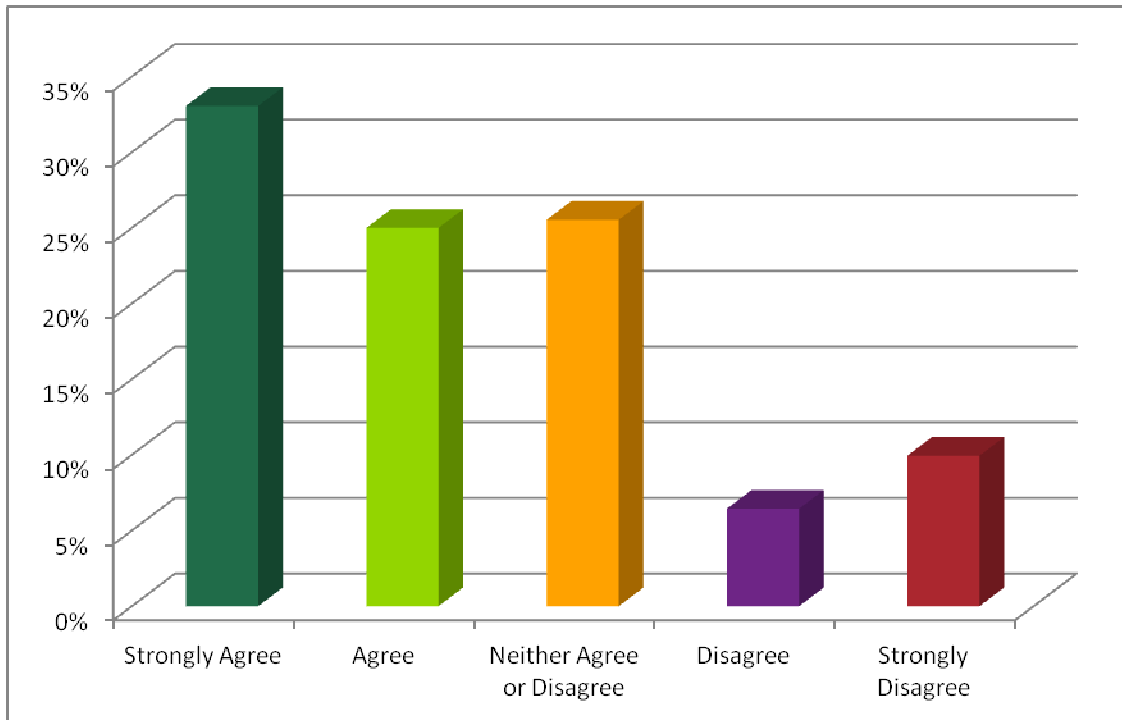
There were a number of petitions / standard letters submitted to the draft Town Strategy consultation. These are briefly summarised below:

- Crewe East Ward Residents (Signed by 111 people) objecting to the level of development proposed for Crewe and Development Option 'B' (Coppenhall East) in the potential development options section of the draft Crewe Town Strategy. The petition also called for the area to be designated Green Gap.
- A total of 1544 standard letters and 78 standard questionnaires / letters were received. The letters contained the following key messages:
 - Keep the Green Gap in Crewe and Nantwich
 - Green Gap should be extended to include the countryside surrounding Leighton and Maw Green.
- Cheshire East Council is aware of another e-petition related to the Green Gap on the HM Government E-Petition website (signed by 723 people on 31/10/2012). This petition has not formally been submitted to the consultation and expires on the 19/12/2012. The key message is to retain the Green Gap wholly intact and incorporate it in the Plan.
- Two further petitions were received (one with 250 signatures and one with 3,700 signatures) that had been presented to Edward Timpson MP, both in relation to retaining the Green Gaps surrounding the towns of Crewe and Nantwich and the villages of Shavington, Haslington, Willaston, Wistaston, Wybunbury and Weston and to protect the countryside in the Leighton and Maw Green Wards, by designating them as Green gap. This petition was received after the consultation period had closed on the 1st October.

Q1 Vision

Do you agree or disagree with the Vision as set out in the draft Crewe Town Strategy?

- 19% of respondents answered this question
- Strongly Agree (33%); Agree (25%); Neither Agree or Disagree (26%); Disagree (6%); Strongly Disagree (10%)



Key themes from the consultation:

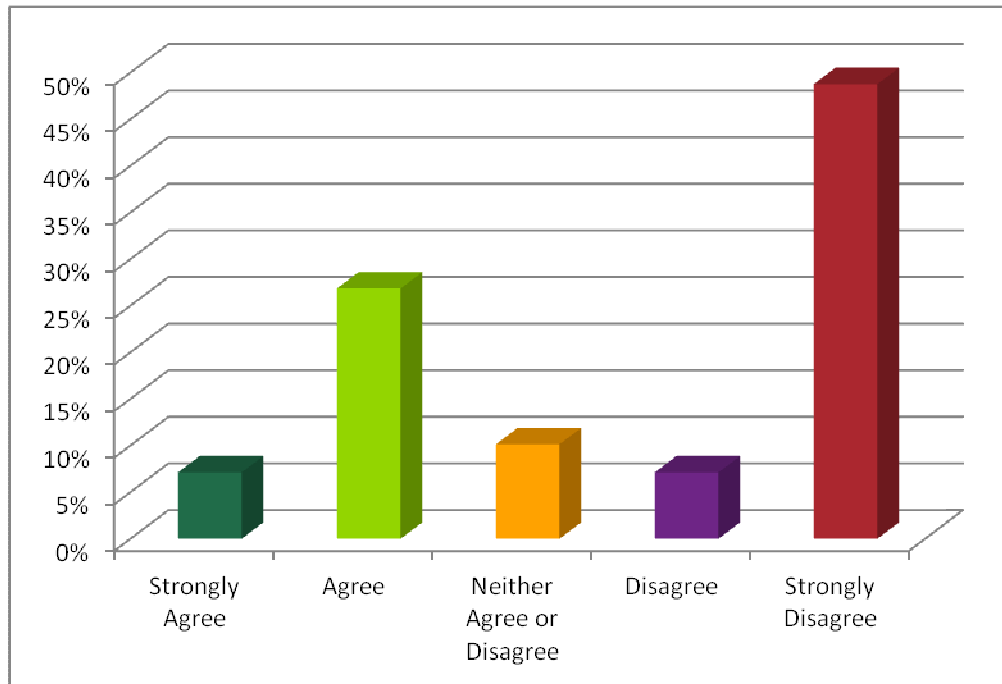
- How will the strategy respond to external forces i.e. world economics?
- Green Gaps should be maintained and extended to cover Wybunbury, Hough, Shavington, Stapeley and Leighton to maintain the separate identities and distinct characters of these communities.
- Connectivity is key!
- Growth should be jobs and not housing led.
- Need a specific objective related to housing delivery.
- Crewe needs to become a cycling town.
- Crewe is a victim of its own railway legacy – the fact that the town is surrounded by rail lines is an inhibitor to the growth and development of the central town.
- Consider the infrastructure capacity of the town (water supply and sewerage infrastructure).
- Needs an infrastructure plan to cope with growth expected.
- Care should be taken not to become dependent on a single market i.e. service or manufacturing industry.
- Needs to consider how to make Crewe attractive to investment.
- There is a lack of opportunities for professional work in the town.
- Need to protect green spaces.
- Detailed implementation and detail of this vision is crucial.

- Residents want to see things happening.
- Key roads need improvement.
- Educational attainment is key to the future success of the town.
- Vision needs to be amended to accord with National Planning Policy Framework to state that housing needs (market and affordable) are objectively assessed and provision made to ensure delivery.
- Natural England support the Vision set out within the Draft Crewe Town Strategy Consultation document. The vision highlights the inclusion of Green Gaps between the towns of Crewe.
- Needs to include reference to dealing with climate change.
- Retail developments have an important economic contribution and this should be reflected in the vision.
- Scale of development must be balanced.
- An effective planned and managed approach to development is required.
- Town has exceeded its optimum for operational efficiency.
- The vision does not address the need for easy access into and out of the town centre.
- Welcomes the encouragement of investment into the town.
- Opportunity to revise the economic proposals for more business and science orientated forms of employment to be developed
- Vision should highlight importance of optimising the effective use of brownfield land.
- High speed broadband needs to be directed to the town and its surrounding villages
- Needs to mention Bentley Motors and MMU – potential for synergies to be developed such as apprenticeships, research and development etc.
- Careful of overdevelopment.
- Ensure heritage is respected

Q2 Development Principles

Do you agree or disagree with the Development Principles in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Strongly Agree (7%); Agree (27%); Neither Agree or Disagree (10%); Disagree (7%); Strongly Disagree (49%)



Key themes from the consultation:

- Emphasis on a more balanced living, employment and leisure mix within the town.
- Add new bullet point "market Crewe as one of the best connected towns in England offering connectivity by rail, by road (close to M6) with four international airports within an hour".
- Crewe needs investment and growth within the town centre itself.
- State that fully objectively assessed needs for market and affordable housing will be delivered.
- Development in Crewe must be based on an adequate transport and social infrastructure.
- The principles should consider sustainable transport and car parking strategy. Traffic management needs careful scrutiny.
- The first priority is the need for jobs, business development, and transport links.
- This should provide examples of 'good' development.
- Depends on the implementation of these principles.
- Individuality of settlements around Crewe is important.
- The historical evolution of Crewe has led to housing focused to the north and west and employment provision to the south and east of the centre. This segregation of uses can have amenity benefits but does not represent a well-balanced and sustainable settlement. This would mean co-locating employment and housing uses in sustainable urban extensions to

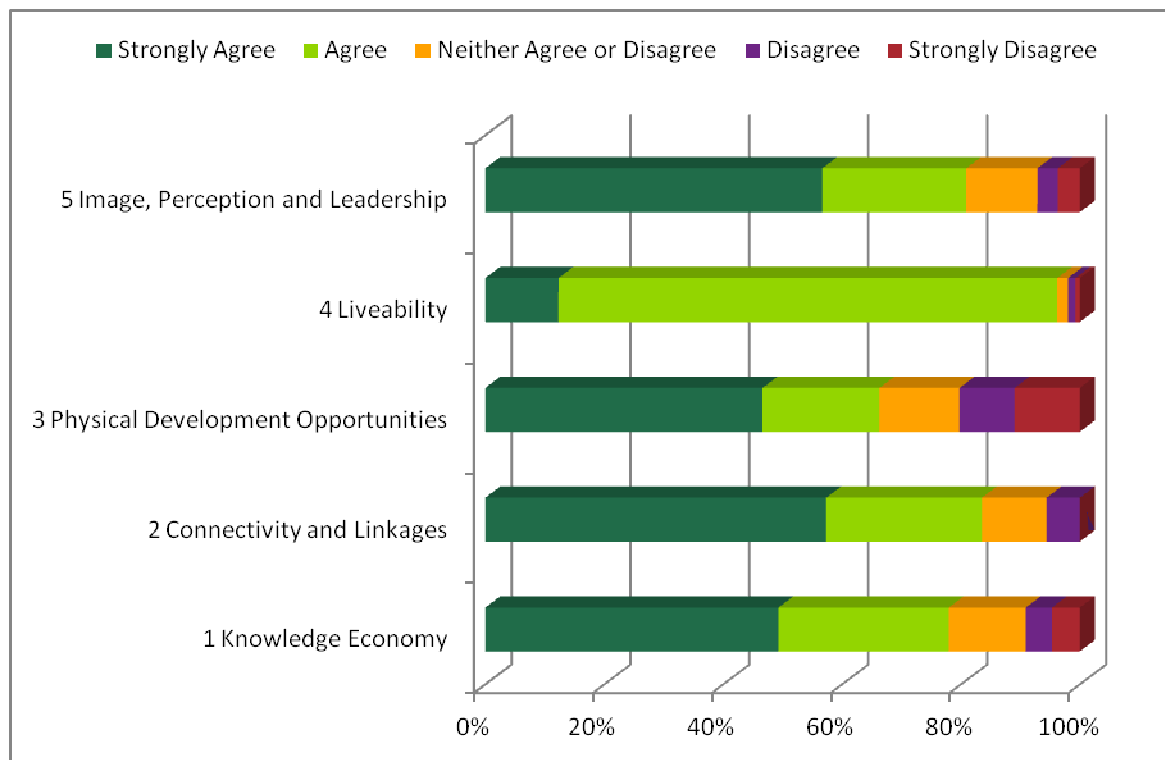
re-balance the use profile but also ensure that each use is accessible by non-car borne modes of travel.

- Diversity of towns is an asset. Regenerate Crewe in line with the sustainability principles outlined in the National Planning Policy Framework.
- National Planning Policy Framework states that, Local Planning Authorities should look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development, where possible.
- A further principle should reflect the infrastructure and connectivity deficit in Crewe – improve the highway infrastructure to improve accessibility between jobs and homes.
- Emphasis on health and wellbeing in the town.
- Use plain English.
- Promote the use of “cycle friendly infrastructure”.
- Events should be promoted in Crewe to stimulate future investment.
- Important to keep Railway and other traditional skills associated with the town.
- Natural England supports the inclusion of sustainable and environmental objectives within the draft Development Principles. In particular, the fourth point regarding the promotion of sustainable lifestyles and seventh point regarding improvements to green infrastructure.
- Need an additional principle, along the lines of: Development should ... “ensure that all Crewe's residents share in the town's future prosperity, with special care taken to include those living in areas ranked lower in the Indices of Multiple Deprivation”.
- Needs to refer to the management of flood risk; surface water and climate control.
- Regarding the statement: "introduce design codes to create a lasting, safe and well liked living environment for each site". It is imperative that you ensure this does not mean more red tape or any kind of restriction to building of acceptable developments.
- Recommend that this part of the policy is reworded to state: - Development should deliver the three dimensions of sustainable development (social, economic and environmental).
- Support is shown to the commitment to flexibility.
- The development principles are supported in recognizing market conditions but should go further to encourage the reuse and development of redundant brownfield sites within sustainable locations as a priority.
- The financial risk of regeneration and building projects over prescriptive policy will only act in deterring further development from beginning.
- The quality of the development is more important than its scale.
- To achieve larger scale urban design it is necessary for the scale of growth opportunity.
- These could relate to any town.
- There should be an explicit reference to the protection of well established Green Gap land.
- A strategic Highway/Street plan for the future of Crewe is urgently required and the land protected, and if necessary procured for the future.
- Further development principle should be inserted to reflect the infrastructure and connectivity deficit within Crewe improve the highway infrastructure and connectivity with the Town to improve accessibility between jobs and homes.
- Criteria for architectural design required.

Q3 Objectives and Strategy

Do you agree or disagree with the Objectives and Strategy as set out in the draft Crewe Town Strategy?

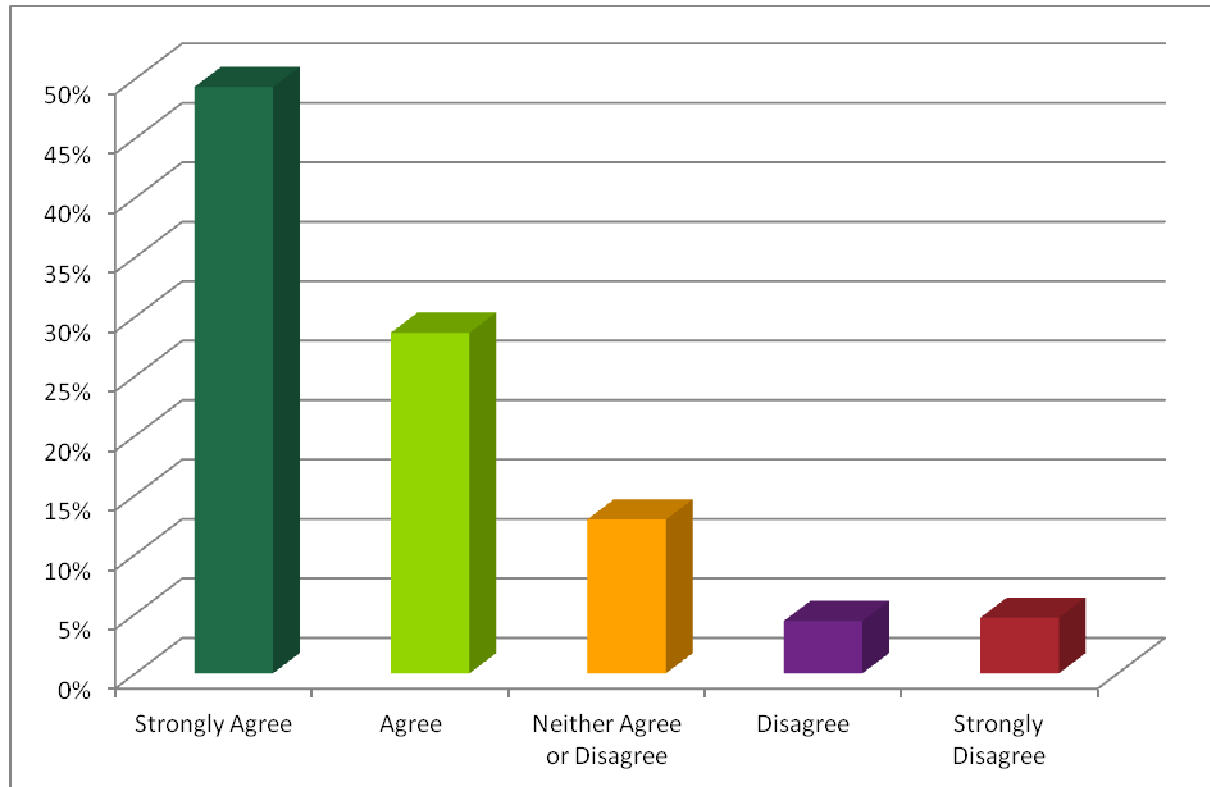
- 18% of respondents answered Objective 1 (Knowledge Economy), 17% Objective 2 (Connectivity and Linkages), 18% Objective 3 (Physical Development Opportunities), 84% Objective 4 (Liveability) and 18% answered Objective 5 (Image, Perception and Leadership)



1 Knowledge Economy, People and Businesses

Do you agree or disagree with the Knowledge Economy, People and Businesses as set out in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Strongly Agree (49%); Agree (29%); Neither Agree or Disagree (13%); Disagree (4%); Strongly Disagree (5%)



Key themes from the consultation:

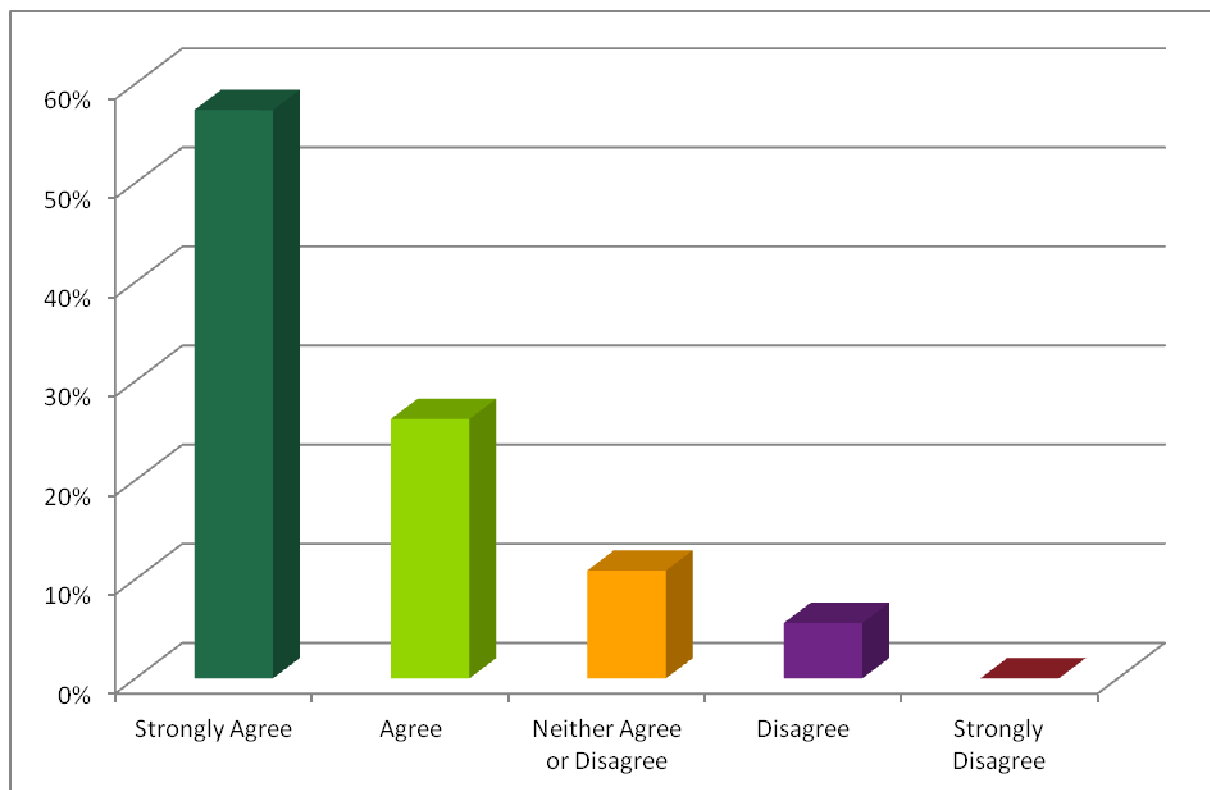
- A so-called 'knowledge economy' is a nonsense and actually reflects a lack of understanding of needs.
- How will this objective / strategy be delivered? Are they realistic?
- Commercial and business investment in the town to create jobs should be the focus.
- Crewe needs to make the most of its transport links.
- High Speed 2 offers a key economic regeneration and inward investment possibility for the town.
- Ensure the strategic sites at Basford are delivered.
- Ensure that schools raise aspiration of young people by developing skills that local employers need.
- Protect Green Gaps and open countryside.
- A more flexible approach to residential development proposals, particularly on vacant brownfield sites, within the town should be encouraged.
- A re-active strategy, not pro-active 21st century ideas are needed: homeworking, telecommuting, green collar jobs, and so on.
- Support for existing industries and traditional skills are important.

- Access to London is hugely important for Crewe.
- Mornflake should be listed as a business that needs to be supported.
- Natural England support Objective 1, in particular the provision to safeguard and improve existing employment areas in Crewe town centre as this is recognised as the most sustainable location for employment uses.
- Need to refer to Reaseheath College alongside South Cheshire College and MMU.
- Need to refer to utility businesses such as water.
- Important that the Town Strategy provides flexibility and allows for alternative uses.
- Important to allow alternative uses to come forward on employment allocations where there is no reasonable prospect of the site being developed for that use and where an alternative use would contribute to supporting a sustainable community instead of merely being left vacant and unused.
- Both on site and off site construction opportunities are provided by development which can create skilled jobs.
- The objective should recognise the importance of strategic employment sites which act as fundamental drivers of the economy, capable of accommodating large scale inward investment projects and meeting the needs of key business sectors. Mixed use development has a role to play in this together with new standalone employment sites.
- Redevelopment of existing does not feature in the strategy. Needs to consider how to redevelop existing features in the town.
- State as an objective - to actively support the creation of small businesses.
- Within the Strategy box a further bullet point should be added to reflect the strategic role of the Basford East site -To facilitate mixed use development of the Basford sites.
- Crewe indoor market needs attention.
- The focus on the night time economy should include an emphasis on quality provision.
- The objectives need to be split between short terms and longer term.
- Rates need lowering in the town centre.
- Employers and education providers must work closely together to ensure that the local workforce remains 'relevant'.
- The land around Crewe Train Station could be redeveloped and regenerated to provide wealth for the town.

2 Connectivity and Linkages

Do you agree or disagree with the Connectivity and Linkages Objectives and Strategy as set out in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Strongly Agree (57%); Agree (26%); Neither Agree or Disagree (11%); Disagree (6%); Strongly Disagree (0%)



Key themes from the consultation:

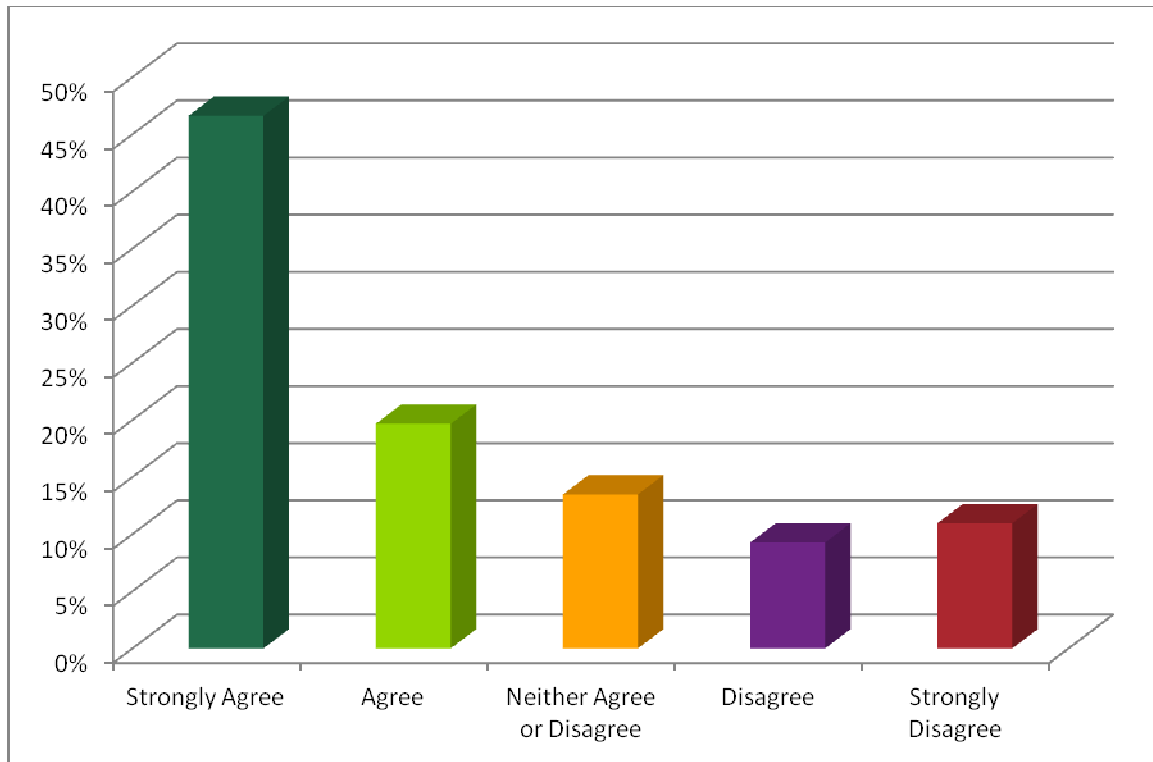
- Key area of concern in Crewe.
- Car parking needs to be reviewed.
- Strong emphasis on public transport.
- Access to Grand Junction Retail Park, the Railway Station and Junction 16 of the M6 motorway needs to be improved.
- Could an alternative access be provided to Grand Junction Retail Park?
- A Park and Ride should be considered.
- Better signage from the Railway Station to the Town is required.
- Consider a one way system in Crewe.
- Barthomley Link is key to the future of Crewe.
- Crewe must link into the High Speed 2 Rail network.
- Develop local pride and health outcomes by integrated transport planning that prioritize active travel that encourages more walking and cycling. This will entail planning housing and commerce that is nearer the centre of town or the station, i.e. building mixed industry and housing on the Basford sites rather than green belt land that is further out.

- Need to address the current state of the roads.
- The ability to develop the economic relationship and connectivity of Crewe with surrounding areas.
- There is a need for significant urban extensions within Crewe to meet the housing needs and that such urban extensions should be utilised to facilitate a sustainable co-location of jobs and homes but also to enable the delivery of key infrastructure through using the higher value uses to enable the delivery of infrastructure that cannot otherwise be viably delivered through employment uses on their own.
- Ensure that the Connect 2 scheme is completed.
- Public transport routes need to consider travel west – east and north – south routes through Crewe, not just the typical into the bus station routes we currently have.
- A master plan is needed as part of the Crewe Rail Exchange that shows how land use and connectivity can be integrated.
- Natural England support the opportunities detailed in Objective 2, to enhance access routes including green footpath, cycle links within the town centre and within new developments all of these will contribute toward the promotion of sustainable modes of transport.
- There must be subsidies for 'rural services' as well as investment in major routes.
- Climate change is an issue.
- The current highways network cannot cope with the housing developments planned.
- The perception of congestion in Crewe is high, especially in accessing the town centre. Creating access must be a priority to breathe new life into the town.
- Incentivise the use of low carbon transport options in and around the town.
- Improve electric vehicle infrastructure in town housing.
- Develop low carbon incentivised parking / infrastructure within the town centre.
- There is currently no link between the station and the town centre; quality signage, public realm and retail units linking the 2 will allow visitors to the station to finally explore the town

3 Physical Development Opportunities

Do you agree or disagree with the Physical Development Opportunities Objectives and Strategy as set out in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Strongly Agree (47%); Agree (20%); Neither Agree or Disagree (13%); Disagree (9%); Strongly Disagree (11%)



Key themes from the consultation:

- Infrastructure is required to be provided before any development.
- Before building new houses, knock down the equivalent in pre-existing houses first.
- A 50 metre competition pool is required to replace swimming pool on Flag Lane.
- Crewe does not require a 37% increase in housing. The figure should be no more than 20%.
- Create a master plan for the land between Crewe Station and the Town Centre.
- Around the Railway Station, create a business area.
- Develop the corridor down Mill Street as a mixed use area. Make it an exciting Boulevard that is iconic, well designed and unusual, as an attraction in its own right. Make the journey from the station to the Town Centre exciting, interesting and varied.
- All developments planned should be sustainable and consider the impact on the environment.
- No development on Green Gap land.
- Stronger emphasis on development on brownfield land before development on any other areas.
- By encouraging a mix of uses in new development, Cheshire East can make sure that it examines all the opportunities for new housing within the town on existing, vacant or

allocated but undeveloped employment sites and can make better use of brownfield sites in and around the town.

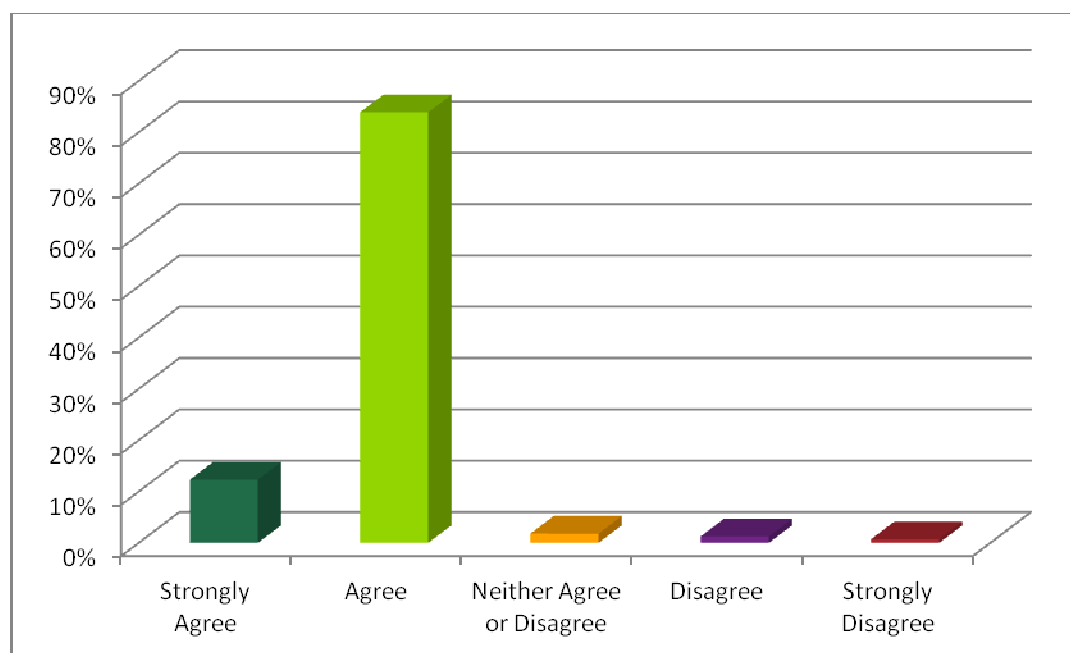
- Advantage should be taken of the Government's new mediation service to unlock development on stalled sites to improve housing supply.
- The town centre issues have to be addressed in order for the vision to be realized. This has to be a place that people want to come and visit.
- There should be a good mix of local and large, national businesses occupying retail space in the town centre. People my age (mid 20's) have a perception about Crewe having a run down town centre.
- Fund solar generation on public buildings
- Further evidence needs to be provided to justify the number of new homes being planned for having regard to future household and population forecasts and the overall development strategy for Crewe. Needs to reflect current evidence base.
- How has the projected demand for an extra 6,000 jobs been calculated?
- The proposal to focus solely on expanding leisure facilities at Cumberland Arena offers little scope for expansion.
- More needs to be done to attract nightlife to the town.
- More emphasis is needed on the preservation of the older buildings to retain character.
- Improve town centre facilities including the bus station.
- It is important that the strategy remains consistent with the policy provisions set out within the National Planning Policy Framework which encourages rather than prioritizes the reuse of previously developed land.
- Encourage the use of more bicycles
- Initiatives such as Transition Town, Slow Food Movement etc should be considered to give the town an identity again. Consider making Crewe a "Green Town".
- How about an iconic cycle / pedestrian bridge from Gresty Road (behind Crewe Alex) into the railway station?
- It is important to encourage long term employment which is not concentrated in the leisure service industry.
- Concentrate on removing empty properties.
- Should have a greater emphasis on preserving green spaces.
- Mixed used sites for development and housing - will people want to live near industrial units and will future growth of industrial sites be restricted due to proximity of housing which stifles economic growth?
- Too much of the development in Cheshire East based around Crewe and Nantwich.
- Preserve character of surrounding villages and the Green Gap.
- Nantwich Road needs some radical thinking.
- Natural England supports environmental attributes outlined within Objective 3. In particular; the better use of brownfield sites in and around the town, the aim to investigate District Heating and geothermal heating opportunities within the town and to provide new and improve existing green spaces. Brownfield sites can provide important habitats and therefore it is important that ecological surveys are undertaken and along with appropriate measures if the biodiversity duty of the council is to be addressed.
- Self build plots need to be encouraged.

- Management plans needed to ensure continued maintenance of green spaces.
- Hightown and West Street need to be redeveloped for housing rather than having empty shops.
- Plans must be deliverable.
- The Town Centre objectives could be achieved through existing retail developments in the town centre, such as the Market Centre.
- The general thrust of the Draft Crewe Town Strategy up to this point has been to stimulate growth and investment within Crewe and without a commensurate increase in the number of homes, this vision for Crewe is likely to be stifled and/or lead to unsustainable patterns of development.
- The Draft Crewe Town Strategy does not contain a reasoned justification for the reduction in the overall number of dwellings in the Core Strategy Issues and Options paper.
- The delivery of renewable energy is premature to the preparation of the Cheshire East Council Local Plan and there is no evidence base suggesting that these initiatives are even suitable or viable.
- Wider links with universities and research establishments should be forged as a partner for growth.
- It is considered that the Council is making piecemeal decisions on the distribution of the housing requirement across the Principal Service Centres, Key Service Centres, Local Centres and rural settlements. Without preparing or making publically available the evidence in which the Council is basing their housing requirement and spatial strategy on we consider that the Local Plans housing policies are likely to be unsound.
- A quality public realm (along with interpretation signage) is required to tell the story of Crewe's fascinating history.
- The importance of Mornflake to Crewe must be recognised.
- Good housing for the elderly is a priority. They are not leaving their 3/4 bedroom homes because the accommodation is not suitable. If they did then this would free up housing that is in demand.
- More secondary schools are needed.
- Developments should have a centre, with village hall, small retail units, proper park land and wide streets.

4 Liveability, Local Transport and Aspiration

Do you agree or disagree with the Liveability, Local Transport and Aspiration Objectives and Strategy as set out in the draft Crewe Town Strategy?

- 84% of respondents answered this question
- Strongly Agree (12%); Agree (84%); Neither Agree or Disagree (2%); Disagree (1%); Strongly Disagree (1%)



Key themes from the consultation:

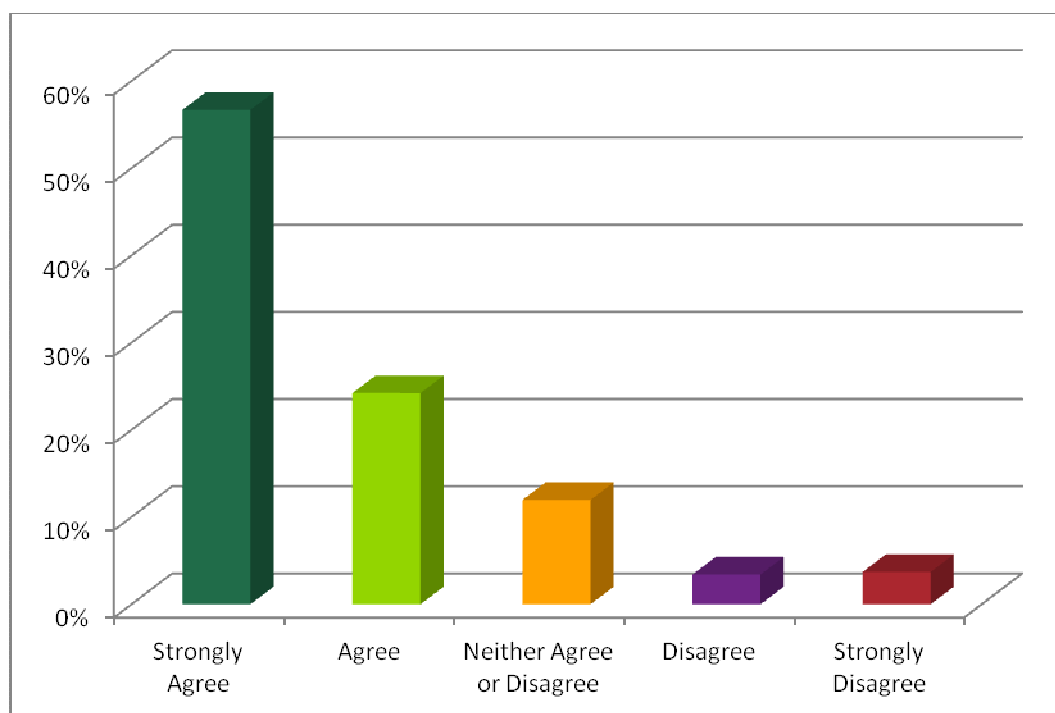
- The current BMX track is a positive addition to the town. Could there be a climbing wall?
- Retain the Green Gap and its definition should refer to Rope.
- This needs a new bullet point; to work with public transport providers to create a sustainable public transport system to support employment, housing, regeneration together with facilities and activities within the town.
- The objective should also look to safeguard and enhance the Municipal Buildings and Market Hall.
- The objective should also look to regenerate High Street which should be integrated with the Mill Street link from The Railway Station to the Town Centre.
- Adequate leisure and green space should be provided in all new developments.
- Infrastructure in the town should encourage the use of electric vehicles for residents and business use.
- Crewe and its people seem to suffer from very low aspirations and pride, this is probably the area that I feel can make the most difference to the town.
- Need to develop community facilities.
- Existing housing needs to be developed.
- Develop brownfield sites first.
- Cycling should be promoted.

- Green Gap should be preserved – Green Gap should be extended to include Wybunbury, Hough, Stapeley and Leighton.
- Natural England support that Objective 4 reflects the core principles of the Green Infrastructure Action Plan for Crewe, in particular the aim to increase the quality, quantity, connectivity, accessibility and supply of green spaces, allotments, sports pitches and playground areas within the town. Natural England believes that the Green Infrastructure is an essential component of creating a sustainable community and promoting wildlife corridors.
- New bus station needed.
- Not enough detail.
- An additional bullet point should be added to reflect Garden City principles: - to promote the incorporation of Garden City principles (where appropriate) in new development proposals.
- Queens Park needs improvement
- Crewe is the only Town Strategy to make this important point about the potential economic benefits of a healthy green setting. To deliver Green Infrastructure suitable for multi-functional use and ensure connectivity within existing and new open space networks.
- Traffic congestion needs to be addressed.
- National Planning Policy Framework was introduced to accelerate growth of sustainable developments and does not contain any direct reference to or support for strategic gap policies. Indeed, the presumption in favour of sustainable development would seem to take preference.
- We believe the definition of the Green Gap in the Crewe and Nantwich Local Plan (2011) should be included in the Crewe Town Strategy.
- Buffer zone needs to be established around Crewe Hall as a Historic Park and Garden.
- Queens Park is on the English Heritage Register.

5 Image, Perception and Leadership

Do you agree or disagree with the Image, Perception and Leadership Objectives and Strategy as set out in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Strongly Agree (57%); Agree (24%); Neither Agree or Disagree (12%); Disagree (3%); Strongly Disagree (4%)



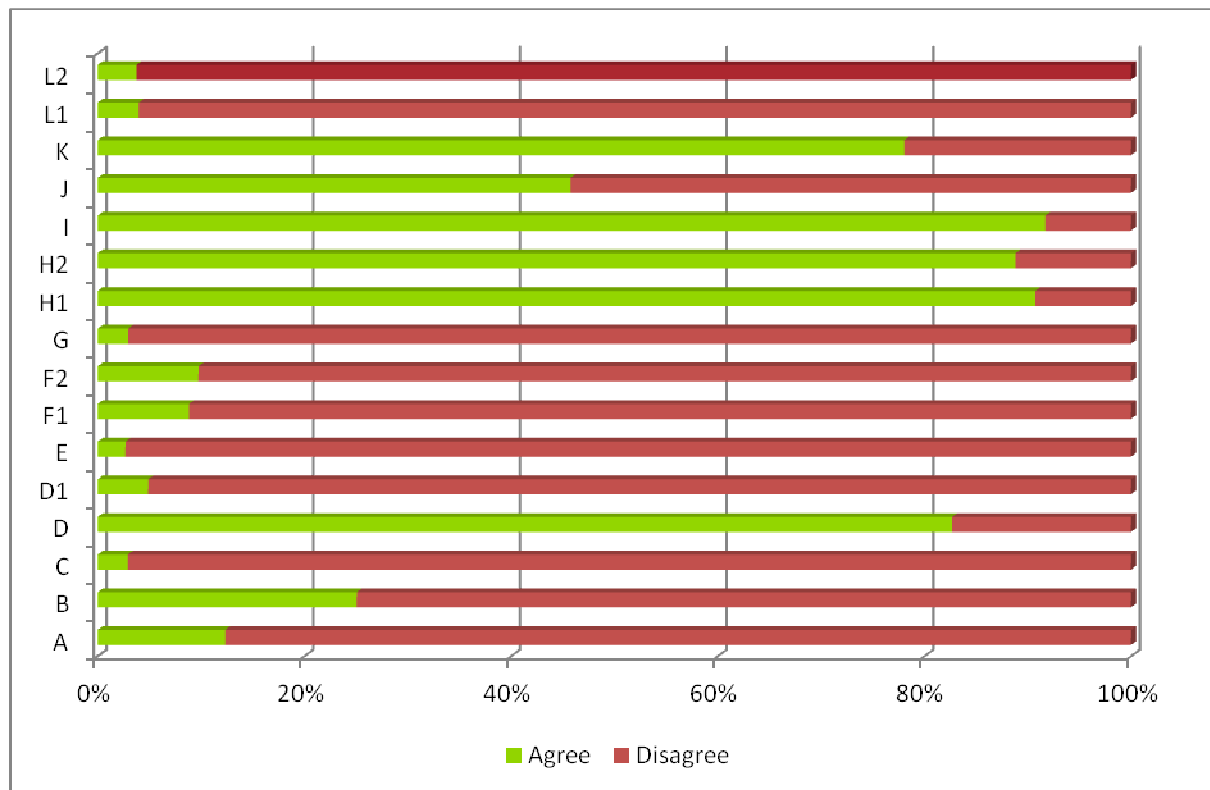
Key themes from the consultation:

- Delivery of the strategy requires an integrated infrastructure plan.
- Add: 'unique connectivity' to this image.
- Good design is key.
- This needs substance and not just a hollow advertising tool.
- Parking policies and traffic congestion need to be addressed.
- Improvements to the public realm of Crewe are essential.
- Areas such as St Barnabas Ward, West Street and Edleston Road need revamping and updating.
- Emphasis needs to be on health and wellbeing and protection of heritage of the town and its identity as a railway town.
- Gateways and corridors provide the first and most lasting impression of an area. This strategy doesn't recognize their importance. Corridors and gateways need to be enhanced and developed; at the moment they are neglected.
- Growth should not be at the expense of the environment - new development should be sustainable, innovative and of the highest quality.
- Existing heritage should not be sacrificed for commercial gain.

- The potential for Crewe to grow as a University Town would be helped by a high quality environment.
- More CCTV required.
- Make cycling enjoyable and safer.
- Crewe as a name is known all over the world; what is now required is work to change the perception of Crewe.
- Avoid uniform development.
- How will this be achieved?
- Natural England support the ambitions outlined within Objective 5 however would welcome a commitment to the enhancement of the public open space in order to improve the overall image and perception of the town centre.
- Encourage and support school topics on local history and achievements to improve civic pride.
- The private sector led 'All Change for Crewe' partnership board could lead the way if the appropriate structures are put in place.

Q3 Potential Development Options

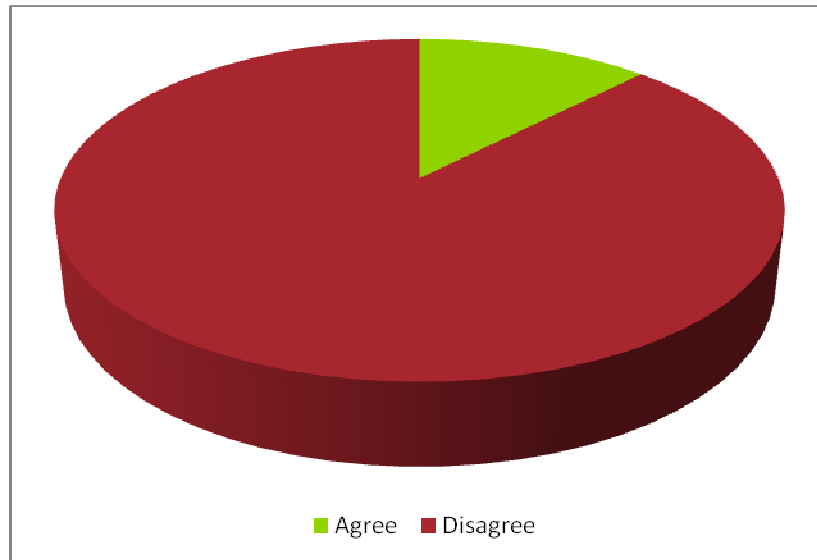
Do you agree or disagree with the potential areas for future development in the draft Crewe Town Strategy?



Site A

Do you agree or disagree with site A as a potential area for future development (suggested use: mixed use)

- 40% of respondents answered this question
- Agree (12%); Disagree (88%)



Key themes from the consultation:

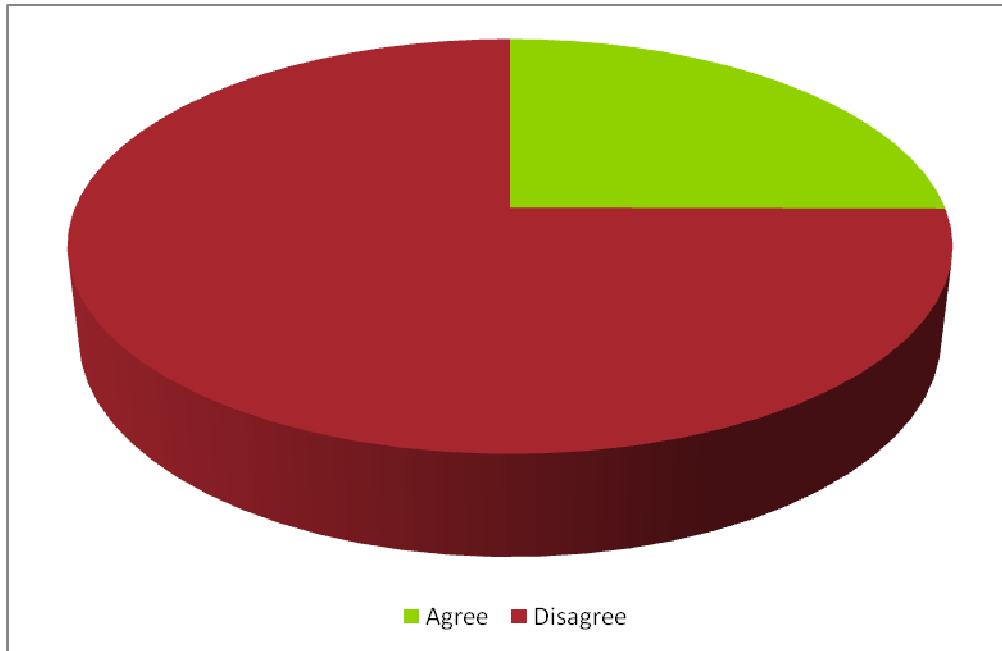
- Leighton and Bradfield Green should have Green Gap status conferred on it.
- The area is devoid of facilities and road infrastructure cannot cope.
- The A530 Middlewich Road has recently been declared by the Government as the 8th most dangerous road in the country.
- Objection to the proposed use.
- Site should remain open countryside.
- There are enough brownfield sites in the town.
- Wildlife will be threatened.
- 400 dwellings already with planning permission.
- There is no demand for further housing development in the town.
- Infrastructure cannot cope especially highways infrastructure.
- The size of the site suggests it can be masterplanned to create a true mix of housing choices, to create varied and usable areas of active and passive open space and recreational facilities.
- Housebuilders are committed to working with Cheshire East Council, Leighton Hospital, local residents and other local interest groups to deliver the development that Crewe needs in an acceptable form.
- The promotion of Site A at Barrows Green for residential mixed use development could contribute to the Development Principles through significant investment (new homes bonus) and job creation.
- Agricultural land should be retained for future food security.
- Connect 2 should be extended to Leighton Hospital

- Large and amorphous and characterless developments.
- What about school provision?
- Development around hospital will prevent expansion.
- Site A is demonstrably available, deliverable, achievable and suitable (subject to a policy change) and this was confirmed by the draft Strategic Housing Land Availability Assessment (February 2012). In addition, the Housebuilders have undertaken a viability assessment of the development of the Site based upon the proposed mix of uses and subject to reasonable Section 106 obligations it is considered economically viable. Importantly the Site is not located within the designated Green Gap.
- The Crewe Town Strategy Sustainability Appraisal (SA) notes that the site contains great crested newts a locally and European protected species. Further ecological survey work would be required to identify any other flora or fauna that may be present within the site boundary prior to further examination of the sites capabilities. Natural England encourages the effective use of land by re-using land that has been previously developed, provided that it is not of high environmental value.
- Could be suitable accommodation for medical staff.
- This would need an appropriate mix of development in order to make it a sustainable extension to the town given its comparatively significant distance from the town centre.
- The document does not robustly assess the sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Site B

Do you agree or disagree with site B as a potential area for future development (suggested use: housing)

- 17% of respondents answered this question
- Agree (25%); Disagree (75%)



Key themes from the consultation:

- 650 with planning permission already a substantial size village.
- Flood risk area.
- The area is built up already.
- Development should be dictated by proven demand.
- As detailed within the Crewe Town Strategy Sustainability Appraisal (SA) this site is identified as having great crested newts present and lies close to a SSSI site. Further ecological survey work would be required to identify any other flora or fauna that may be present within the site boundary prior to any further examination of the sites capabilities.
- To support sites A & B there would need to be a new connecting road from the Sandbach direction across to the A530 probably starting from Wheelock roundabout on the A534, (in essence a Northern Link Road).
- Agricultural land should be retained for future food security.
- Large and amorphous and characterless developments.
- Green Gap status should be conferred on this area.
- All housing should be on brownfield sites, vacant sites and sites in the town itself.
- Infrastructure problems.
- Proximity to landfill is an issue.
- Fragmentation of Crewe is a problem.
- Overall capacity of this site is considered too high. Development would result in an adverse character impact, furthermore there are significant highway constraints associated with

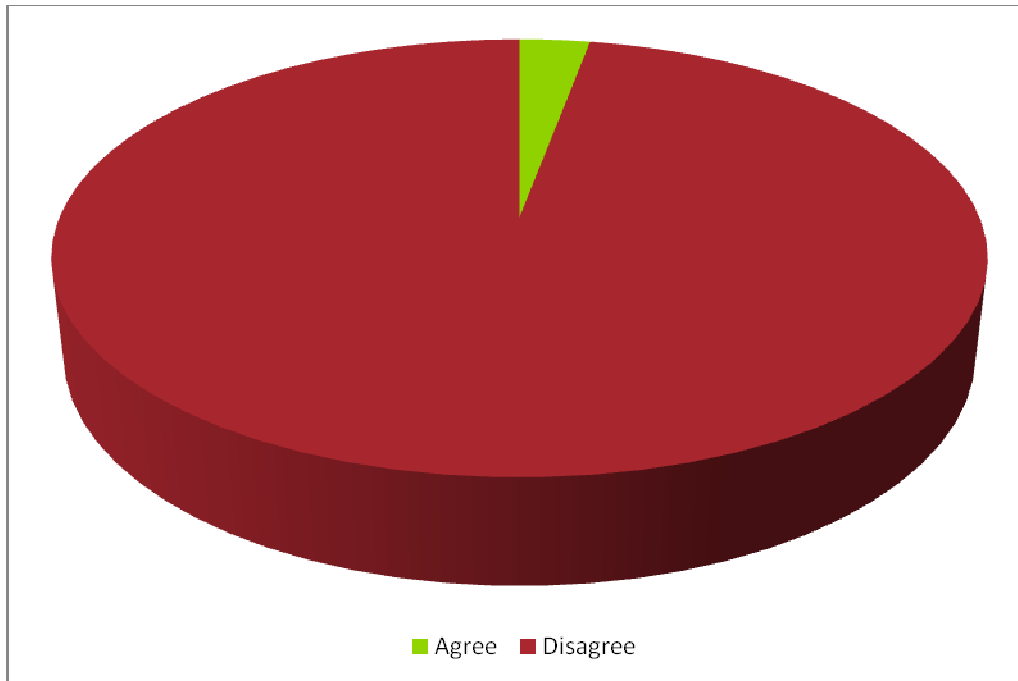
Sydney Bridge which are likely to restrict both the quantum of residential development and rate of delivery.

- Site B represents a logical housing site that can help meet Crewe's housing need in the short to medium term.
- The proposals represent 'sustainable development' and would help to secure the economic, social and environmental objectives of the National Planning Policy Framework. In particular:
 - the sites are suitable and well related to the built framework of the settlement being located on the edge of the Crewe urban area. Residential development is entirely appropriate in these locations as the sites are largely contained by built development, existing roads, trees and hedgerows. The sites are also sustainably located and can be assessed by public transport, cycle and on foot. There are no physical, environmental or ecological constraints preventing the sites coming forward for residential development.
- The strategy notes that 650 dwellings already have permission. However like Area A these 650 dwellings only have a resolution to grant outline planning permission and not planning permission itself.
- This development would not create links with the existing community by providing a school and centre it becomes its own village.
- Complex site ownership issues.
- Air quality will be dramatically reduced and noise pollution will be dramatically increased.
- The infrastructure in the area could not possibly cope with such development. The area from Broughton Road, Warmingham Road, Stoneley Road, Groby Road, Maw Green Road to and including rear Sydney Road should be designated Green Gap.

Site C

Do you agree or disagree with site C as a potential area for future development (suggested use: mixed use)

- 95% of respondents answered this question
- Agree (3%); Disagree (97%)



Key themes from the consultation:

- There are few nature areas in Crewe and this is a popular recreational area.
- The Connect 2 scheme is a positive addition to this area. Will other projects such as the Weaver Valley Parkway now be reconsidered?
- Too much impact on the local transport network including Middlewich Road.
- Access arrangements from Middlewich Road would need to be confirmed before Highways spend money on the junction at Wistaston Green Road.
- Jobs over housing.
- Object to the development by Joey the Swan.
- Green Gap should be protected and retained.
- No infrastructure to cope.
- In total the site could deliver 1,000 - 1,500 dwellings, new retail, and a primary school, 2,000 sqm of employment, sports pitches, allotments, children's play areas and strategic green infrastructure in a number of phases. There is also the potential to deliver further 400 - 500 dwellings. Area C has been subject to assessment in the Taylor Young Crewe Green Gap Review as Sub-Area 1 and this scores it as an area that is most appropriate for development. In particular it finds that the site could be developed without compromising coalescence, it is linked to existing communities of Crewe, is close to primary schools and existing services, is accessible by public transport, and the development would be associated with existing suburban areas. The site is genuine mixed use development based on sustainability

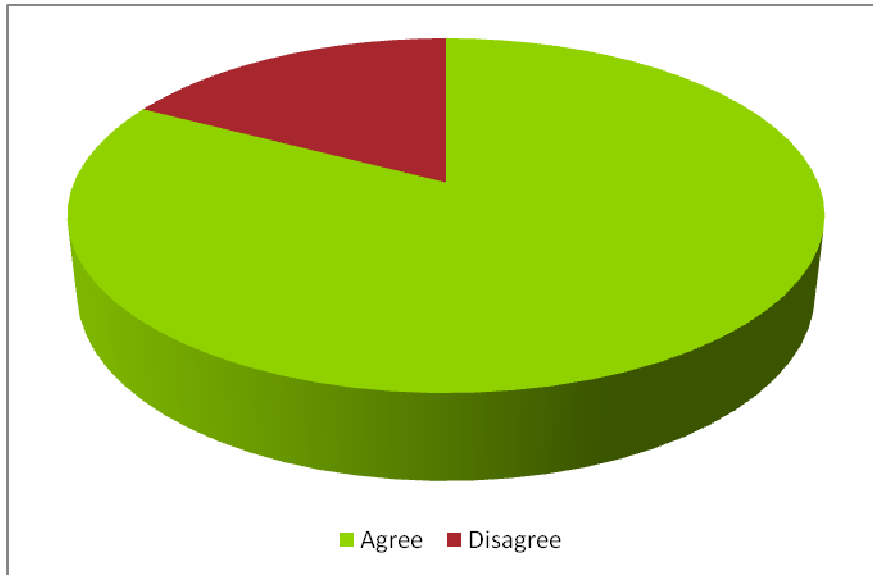
principles that will bring benefits to new and existing residents. A significant amount of technical work has been undertaken and this has informed the design of the proposals. There are no constraints that prevent the site coming forward. Pre-application discussions have been held with Cheshire East Council. The problems of highway infrastructure have already been highlighted in these representations. What Crewe needs is a strategy of delivering viable large sites or collectively smaller sites around the town so that specific highway projects can be funded. In this case Crewe West could support significant highway improvements associated with that part of Crewe. Therefore as well as the proposals bringing forward specific development they can help deliver much needed key transport improvements. However, it is not only highway infrastructure that can benefit from development such as Crewe West but also elements like public transport, open spaces and leisure facilities and new schools. These will all benefit from developer funding.

- Support the inclusion of the 13.9 hectares closest to Church Lane for consideration for future residential development.
- Development here could provide a new road link between Church Lane and the A530 Middlewich Road replacing Wistaston Green Road.
- Throughout the consultation process which will lead to the adoption of the Local Plan, the overwhelming majority of those consulted have expressed the firm view that the Green Gap should be retained. The reasons include; - To check the unrestricted sprawl of development - To prevent neighbouring towns and villages from merging into one another and thus preserve their unique identities - To conserve and enhance wildlife sites - To facilitate urban regeneration and expansion by encouraging the recycling of brownfield sites - To support leisure and recreational facilities - To ensure that the infrastructure of the area is sustainable. I fully support the retention of the existing Green Gap in the Local Plan.
- Public access to the Green Gap should be encouraged.
- Increases coalescence between Crewe and Wistaston, increases pressure on Wistaston Brook corridor and causes compression of green link to open countryside, affecting Green Infrastructure network.
- Local centre for Wistaston would be good.
- Agricultural land should be retained for future food security.
- Adjacent to flood zone.
- Strong consideration should be given to cycle paths and pedestrian links in the area.
- The priority should be to develop vacant sites, brownfield sites and the town centre.
- There is in fact a former sewage works to the north of the site, a former brick field on the south of the site extending offsite to the south and a small former landfill on the centre.
- There does not appear to be a suitable access solution for this site, in addition there would be an adverse impact on landscape character.
- This site is sustainably located and has the potential to contribute towards delivery of housing numbers and to deliver significant infrastructure improvements. Whilst it is located within the Green Gap, its development will not lead to coalescence.
- This site lies within the Green Gap. The release of land should be dealt with in a sequential way with non-Green Gap land being released before Green Gap sites such as this.
- Site C is located well beyond the existing settlement and so has poor accessibility to services and facilities, thereby scoring poorly against sustainable development objectives.

Site D

Do you agree or disagree with site D as a potential area for future development (suggested use: mixed use)

- 17% of respondents answered this question
- Agree (83%); Disagree (17%)



Key themes from the consultation:

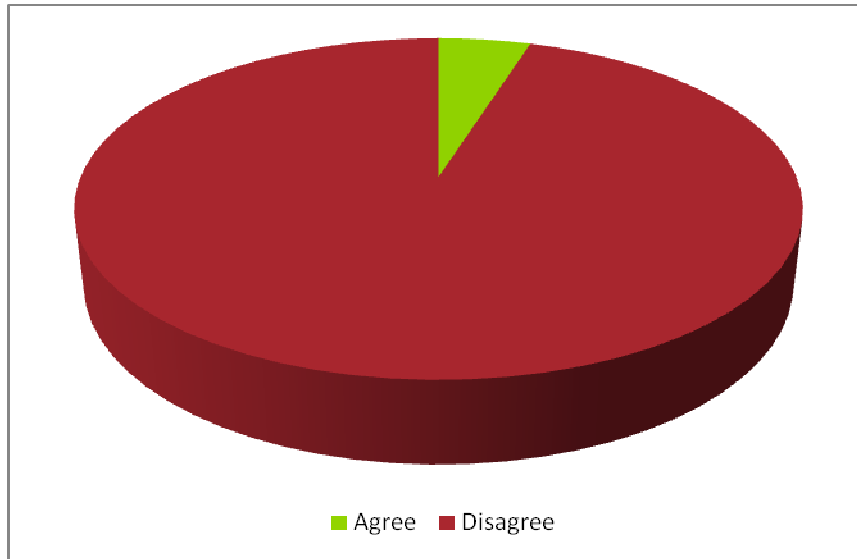
- A mix of accommodation and employment with new road structure throughout would be beneficial to those who wish to live and work there.
- Potential flooding impacts.
- Any development should be housing / high end / modern offices only as it is highly visible from the A500 and industrial units would be a bad image to promote within this rural/agricultural area.
- Housing on this site would not be appropriate and would create another (anonymous) hamlet outside of Crewe. It would effectively create a new village with no name, which would require all the infrastructure of schools, shops and mains services.
- Any development on Basford East must be subject to a substantial investment in transport infrastructure.
- Basford East will be sited on an historic mill (Crotia Mill) which dates back to at least the 14th Century, along with an old weir and mill race which travels all the way from Weston Hall. If this development goes ahead an archaeological and historic survey should be included in the plans, so that this piece of heritage and history is documented and recorded.
- Bordering the railway, this would be a suitable site for mixed development, although the need for 1000 houses in addition to those already with planning permission in Crewe is questionable?
- Convert this land into permanent Green Belt to retain the separation of Crewe from the surrounding hamlets.
- The Basford Brook corridor is not indicated “this is an important element of Green Infrastructure and connection to Green Infrastructure network”.

- Housing next to industry might present amenity problems.
- How will local infrastructure cope? Infrastructure before housing
- Brownfield sites first.
- Basford Dairy Cottage is a listed building which needs to be retained.
- Agricultural land should be retained for future food security.
- Needs to be retained as 100% strategic employment site.
- Acceptable provided that stringent environmental and sustainable energy solutions are applied - either via Community Infrastructure Levy or Allowable Solutions.
- In ownership terms therefore the site is free from constraint and eminently deliverable.
 Basford East can provide a comprehensive strategic, mixed use, sustainable urban extension to Crewe and would contribute towards the delivery of the Crewe Green Link Road.
 Furthermore, its development will also support sustainable development by providing new homes in close proximity to both new and existing employment opportunities, to start to redress the imbalance in the relationship between the location of houses to the existing employment areas of Crewe.
- There is a clear physical boundary here in the form of the Shavington A500 bypass.
- The site has been promoted for a mix of employment uses over a long period of time. The Town Strategy seeks an employment led growth strategy and therefore the prospect of housing delivery on this site is uncertain. Other sites should be considered prior to considering non-employment uses on this site.
- The site is also identified in the Sustainability Appraisal as containing Great Crested Newts. Natural England therefore question whether a sequential approach to flood risk has been followed. In addition, mitigation measures would need to be in place should the Council be minded to support the development.
- Community Infrastructure Levy could help fund the Barthomley Link Road funding.

Site D1

Do you agree or disagree with site D1 as a potential area for future development (suggested use: housing)

- 95% of respondents answered this question
- Agree (5%); Disagree (95%)



Key themes from the consultation:

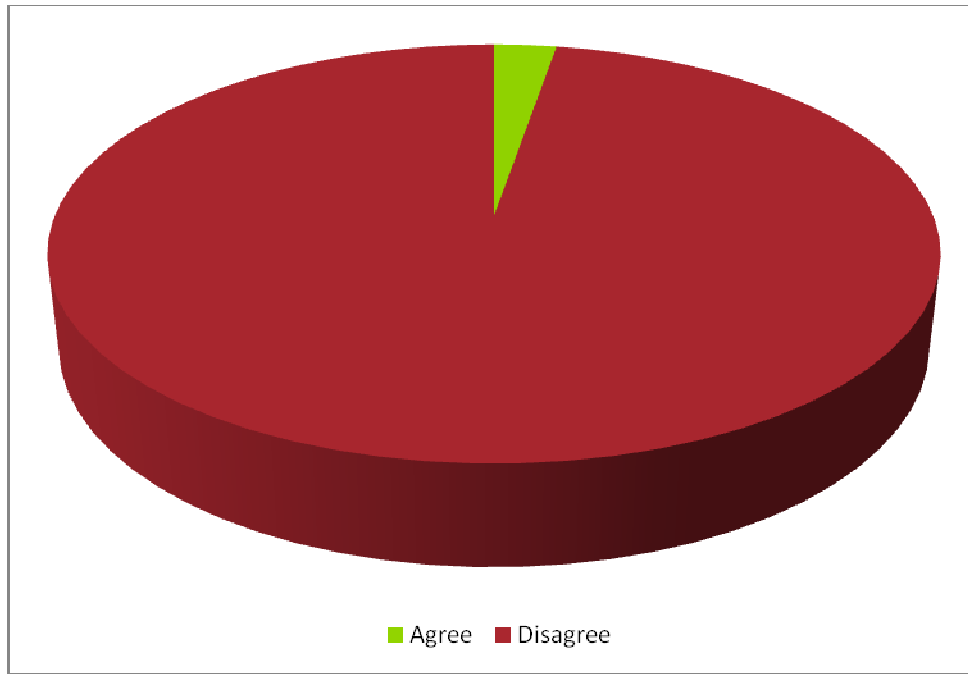
- All existing Green Gap land should be protected and retained.
- Any development in the area east of Basford East would be an encroachment onto green-gap land and would be contrary to the "Vision" already expressed.
- Area is subject to daily traffic congestion.
- How will infrastructure cope?
- Area D1 has been assessed in the Taylor Young Crewe Green Gap Review as part of Sub-Area 12. In terms of impact on coalescence, the Review concludes that the site should remain undeveloped.
- Provided the property mix and business mix is good.
- All new housing should be on Brownfield sites.
- Site is partially in Green Gap should be considered only for mixed use and prioritised after the Basford Sites (if needed).
- The Crewe Green Link Road will dictate layout on the site.
- Any development should cater for all sorts of container freight. This would facilitate growth of component and other manufacturers.
- Natural England believes that site D1 should only become an option for development in the event that site D moves forward. This reflects the fact that site D is preferential in sustainability terms to site D1 if following a sequential approach to development and that site D1 would in effect be an extension to the built form from site D.
- Not sustainable.
- Limited scope for public transport, health care and primary schools.
- Seems targeted at regional commuters rather than as part of the growth within Crewe.

- Should be held for more employment use in later years.
- The site is detached from Crewe and therefore performs poorly in terms of an urban extension site in terms of accessibility, landscape and National Planning Policy Framework.
- In the Basford East Development Brief, a green buffer was shown to protect the sensitive area with Crewe Hall and Listed dwellings
- The release of land should be dealt with in a sequential way with non-Green Gap land being released before Green Gap sites such as this.
- Must remain open farmland.
- We understand the reasons for mixed use at this stage, but it is important to recognize the potential damage that it could have on the types of businesses who locate and restrict expansion of local businesses.

Site E

Do you agree or disagree with site E as a potential area for future development (suggested use: housing)

- 95% of respondents answered this question
- Agree (3%); Disagree (97%)



Key themes from the consultation:

- Green Gap should be protected and maintained.
- Impacts on local service provision.
- At the moment these fields represent the transition between Crewe and Shavington
- How will local infrastructure cope?
- Counteract claims to protect character of settlements. Large and amorphous and characterless developments.
- This will permanently and irreversibly change the relationship between Crewe and Shavington, drawing the two closer as settlements, and changing the village into a satellite suburb relationship. This is considered excessive in totality and will potentially place unacceptable pressure on the infrastructure and facilities of the village and surrounding area.
- Consider smaller scale, incremental development sites to be a more appropriate form of development for a village settlement.
- The release of this site would significantly erode the Green Gap between Crewe and Shavington making it much more difficult to resist further inroads into the Green Gap and more likely that Shavington's identity as a separate community will be threatened.
- Green Gap should be retained The reasons include; - To check the unrestricted sprawl of development - To prevent neighbouring towns and villages from merging into one another and thus preserve their unique identities - To conserve and enhance wildlife sites - To

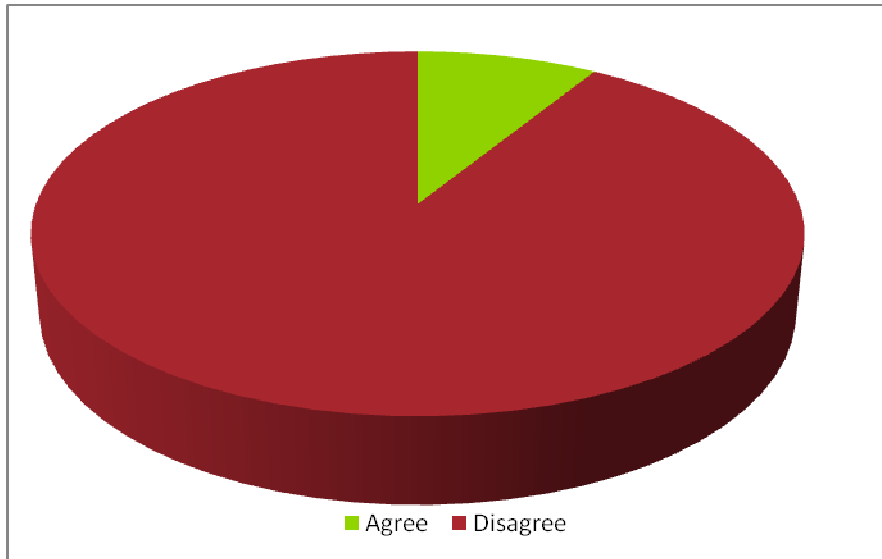
facilitate urban regeneration and expansion by encouraging the recycling of brownfield sites
 - To support leisure and recreational facilities - To ensure that the infrastructure of the area is sustainable I fully support the retention of the existing Green Gap in the Local Plan.

- The scheme could deliver around 1,100 family houses, a potential foodstore / local retail / public house and a potential primary school. Whilst the site is currently within an area identified as Green Gap, in the context of the development pressures facing the town, this is not an overriding consideration; one must consider its function, its contribution to the objectives of Green Gap policy and how suitable the site is otherwise, relative to potential alternatives. The site benefits from an accessible location in terms of public transport infrastructure and accessibility to community facilities and retail developments. The site scores highly in terms of accessibility (ranked first from all of the potential development sites) and would only have a moderate impact to landscape character which through comprehensive Masterplanning and detailed design can be mitigated. The site is capable of early delivery and should be considered as a preferred development site.
- No room for existing industry to expand (e.g. Mornflake and Network Rail).
- There are sites within area E that are not within Green Gap (Strategic Housing Land Availability Assessment Reference 2898).
- Issues with drainage and vehicle access to the site.
- The majority of Area E has been assessed in the Taylor Young Crewe Green Gap Review as Sub-Area 8. As with Area D1, the Review concludes that due to its impact on coalescence this area should remain undeveloped. Similarly with the combined assessment it is shown as less appropriate for development. The Review notes the areas role in separating Crewe from Shavington, albeit development would be associated with existing suburban areas. The majority of Area E is within the Green Gap and should remain so.
- The priority should be to develop vacant sites, brownfield sites and the town centre.

Site F1

Do you agree or disagree with site F1 as a potential area for future development (suggested use: housing)

- 30% of respondents answered this question
- Agree (9%); Disagree (91%)



Key themes from the consultation:

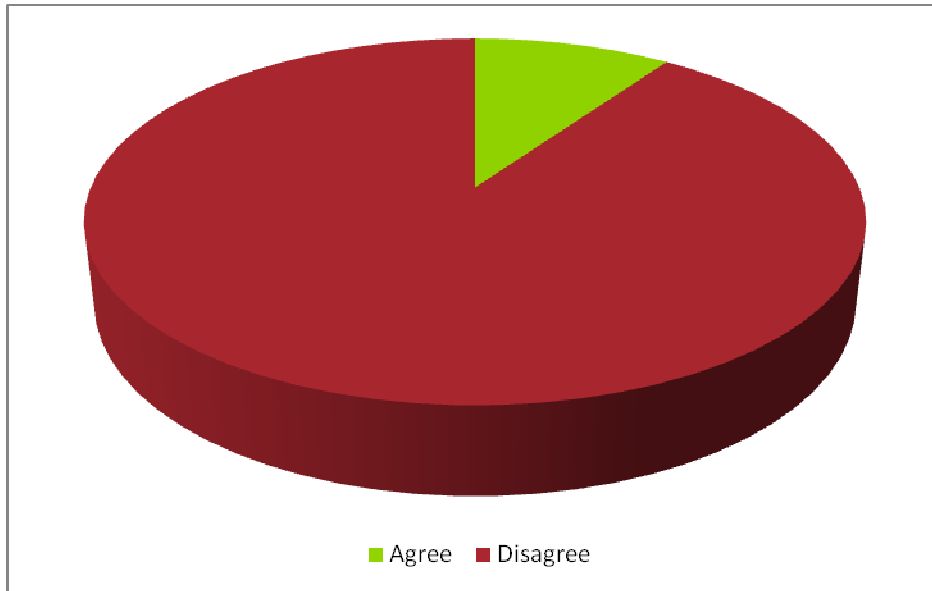
- Inadequate infrastructure.
- 75% of this site is within Wybunbury and part of Nantwich and so should not be part of Crewe Town Strategy.
- Wybunbury is a small rural village, whereas paragraph 1.8 of the Strategy Document says the Local Plan will 'safeguard the countryside by focusing development to the towns and larger villages.'
- A development of the scale proposed would severely detract from the existing community of Shavington. Creation of a local centre would create a village within a village and new inhabitants would have no incentive to use existing facilities.
- There is no demand for this additional housing.
- Local traffic congestion.
- Loss of green space.
- Drainage issues.
- As detailed within the Sustainability Appraisal the site is not in proximity of employment or education facilities and is outside the maximum recommended distance to any form of formal open space and key services and so does not represent a sustainable location.
- Green Gap status should be conferred on area F1.
- Brownfield sites should be developed first.
- Adequate justification has not been made for the release of such sites and it is considered that a thorough explanation should be given as to why Crewe and other towns cannot take a greater share of the development required in Cheshire East.
- The Wybunbury Moss would potentially be damaged.

- There are also potential contamination issues (and thus the need for remediation works) as well as other physical constraints.
- If the Basford employment sites are to go ahead, this is the best site to the south of the urban area.
- Flooding implications.
- Would dilute the identity of the village.
- Land South of Newcastle Road represents a particularly sustainable option which can readily be served by public transport and which can provide an early stage of realization of the All Change for Crewe Vision, including new population to support Crewe Town Centre and homes for those to be employed on the Basford West and East growth areas, while securing contributions towards planned infrastructure in the area.
- Whilst it is well contained, it would be out of scale with the village and clearly should not be considered in the context of the Crewe Town Strategy.
- Cheshire East Council should pursue development sites around Crewe that can bring forward infrastructure improvements in their surrounding areas. Releasing new residential development away from Crewe misses this opportunity and of course once such sites are released there would be less need to bring forward urban extensions to Crewe itself; and therefore fewer dwellings that could fund the required infrastructure improvements. Having significant development in locations away from the immediate Crewe built-up area is the wrong strategy for future delivery of housing at Crewe.
- The sites are located outside the settlement boundary within the open countryside. The Draft Crewe Town Strategy seeks to deliver schemes which are well connected and linked. The development of this site would expand residential development within Shavington taking the focus away from the main urban area and place existing services and facilities under pressure.
- Valued agricultural land.
- Air quality will be dramatically reduced.
- High end housing only.

Site F2

Do you agree or disagree with site F2 as a potential area for future development (suggested use: residential)

- 29% of respondents answered this question
- Agree (10%); Disagree (90%)



Key themes from the consultation:

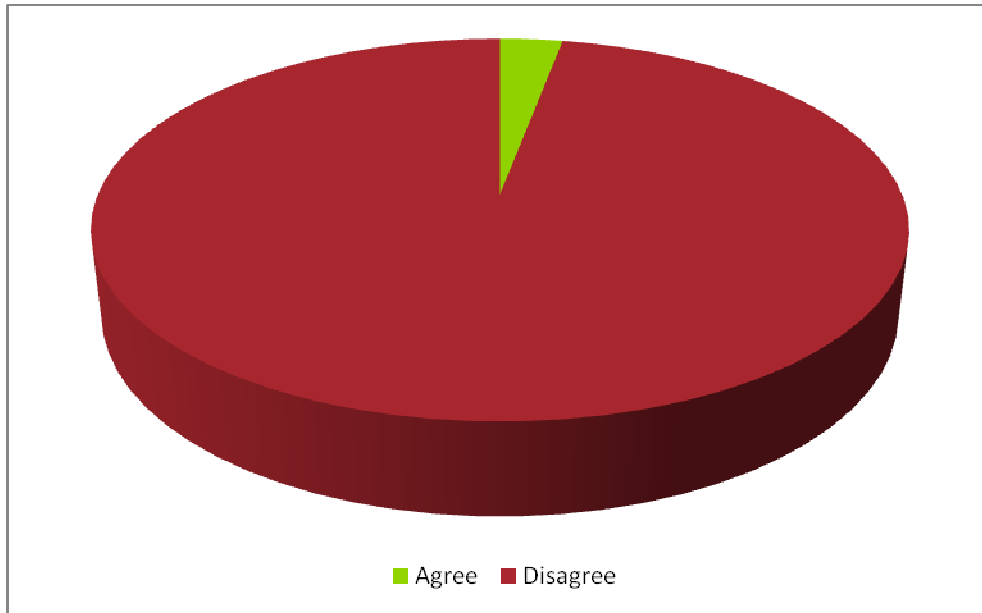
- A sustainable development in a sustainable village location. Such development will provide a good choice of market and affordable homes to meet local needs and encourage inward investment into the Crewe area.
- This area is Nantwich rather than Crewe.
- Will create urban sprawl.
- Agricultural land – best and most versatile agricultural land.
- Other sites should be developed first.
- Impact on existing infrastructure and services has not been considered.
- Creation of a local centre would create a village within a village and new inhabitants would have no incentive to use existing facilities.
- Inappropriate for a settlement such as Shavington, this is neither a key nor strategic settlement. This scale of housing should be directed to Crewe or other strategic settlements.
- Considers smaller scale, incremental development sites to be a more appropriate form of development for a village settlement.
- As detailed within the Sustainability Appraisal this site is not in proximity of employment or education facilities and is outside the maximum recommended distance to formal open space and key public services.
- Shavington would lose its "village feel".
- Brownfield sites first.
- Inadequate road network.

- No defensible eastern boundary.
- Inadequate infrastructure.
- No adequate justification has been made for the release of such sites and it is considered that a thorough explanation should be given as to why Crewe and other towns cannot take a greater share of the development required in Cheshire East.
- Should be made Green Gap.
- High end housing only.
- Against any major developments in the village area due to the inadequacies of the existing infrastructure and not least the fact that it will detract from the 'Village' atmosphere.
- Part of this site remains subject to significant flooding risk. Other physical constraints include overhead power lines, ecology issues, Tree Preservation Orders on the site and located on a potential contaminated site. These factors raise the potential for the need for significant remediation works which would have knock on consequences on the viability of the scheme.
- Business investment in the Crewe area is desperately needed and at present the sad state of many parts of the Town (suitable brownfield areas) is surely putting these investors off.
- Sequentially preferable sites are available
- Access and topography issues
- Flooding concerns
- Air quality and safety concerns
- It is noted that the Sustainability Appraisal by the Council does not conclude there are significant accessibility differences between the two sites at Shavington/Wybunbury (F1 and F2) and on this basis the better containment of the F1 site merits its inclusion in the Plan.
- Cheshire East Council should pursue development sites around Crewe that can bring forward infrastructure improvements in their surrounding areas. Releasing new residential development away from Crewe misses this opportunity and of course once such sites are released there would be less need to bring forward urban extensions to Crewe itself; and therefore fewer dwellings that could fund the required infrastructure improvements.
- Any development would have to take account that there are Roman remains here, and a study, assessment and the recording of anything found would have to be carried out.
- We confirm that, although it is indicated in the Draft Town Strategy that the site could deliver 500 dwellings, the actual proposal, as shown in a promotional planning brochure, proposes only up to 300 dwellings and this should be recognised in the Town Strategy. East Shavington has long been identified as an excellent option to deliver a sustainable residential development at Shavington.

Site G

Do you agree or disagree with site G as a potential area for future development (suggested use: housing)

- 95% of respondents answered this question
- Agree (3%); Disagree (97%)



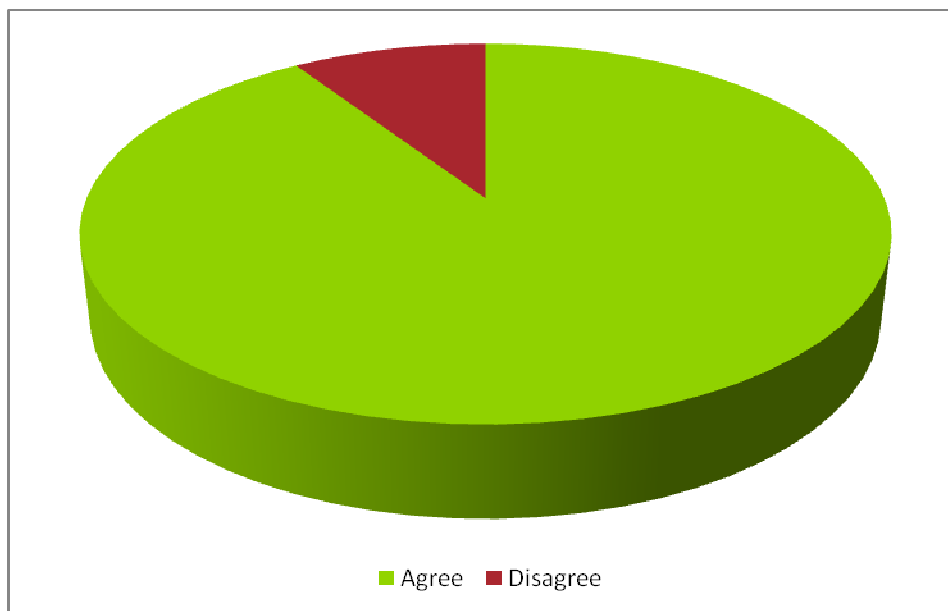
Key themes from the consultation:

- Conservation area and impact upon Listed Buildings and local character.
- No planning merit with a large impact on local services.
- Support the retention of the existing Green Gap in the Local Plan.
- Better use of brownfield sites are essential.
- Close to existing centres.
- Close to Crewe Hall.
- Would erode gap between Crewe and Haslington.
- Traffic congestion.
- Adverse impact on the character and appearance on this model village.
- Green space needs to be maintained.
- The priority should be to develop vacant sites, brownfield sites and the town centre
- This area has a number of Crewe Hall Estate properties which are listed and of architectural and historic interest. Any development here would detrimentally affect their setting, and actually make this gateway into Crewe less impacting visually.
- This is another site that has been considered as part of the Taylor Young Green Gap study. Falling within Sub-Area 16, although it notes that sub-area is accessible to services in Crewe and Haslington and there are links to the Town Centre, it also shows that the land separates Crewe and Haslington and development would have an impact on both the Crewe Green Conservation Area and Crewe Hall Registered Park and Garden. In terms of coalescence the Green Gap Review indicates that the land should remain undeveloped.

Site H1

Do you agree or disagree with site H1 as a potential area for future development (suggested use: residential)

- 17% of respondents answered this question
- Agree (91%); Disagree (9%)



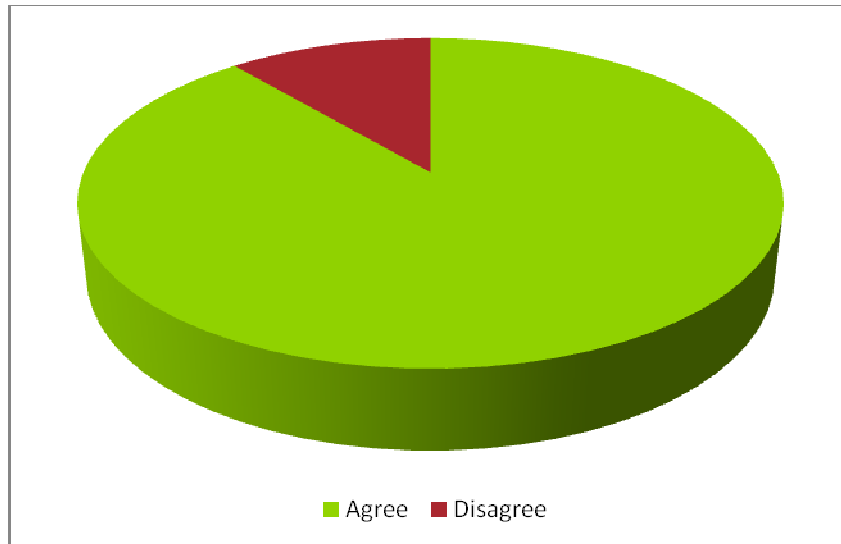
Key themes from the consultation:

- Well supported as a brownfield site.
- Convenient access to the town centre.
- Concerned about the area's deliverability as a comprehensive scheme due its fragmented ownerships and constrained highway network.
- Further justification is needed on the deliverability of the number of dwellings proposed
- Natural England supports plans that encourage the re-use of land except that with high ecological quality.
- Needs to be a part of the masterplan for linking the railway station to town centre.
- Emphasis needs to be on quality development.
- Subject to the protection of infrastructure adjoining the railway station.
- Facilitation of pedestrian and cycle linkage would be positive for this development
- In addition, application P07/0639 includes the provision of 61 dwellings which soaks up the potential capacity as stipulated in the SHLAA. This application has been approved subject to the signing of a S106 and the applicant has confirmed that this is anticipated imminently. Site H1 is therefore considered unavailable for further growth and thus should not be considered as a potential housing growth option in the Draft Town Strategy.
- Needs to robustly assess sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Site H2

Do you agree or disagree with site H2 as a potential area for future development (suggested use: mixed use)

- 17% of respondents answered this question
- Agree (89%); Disagree (11%)



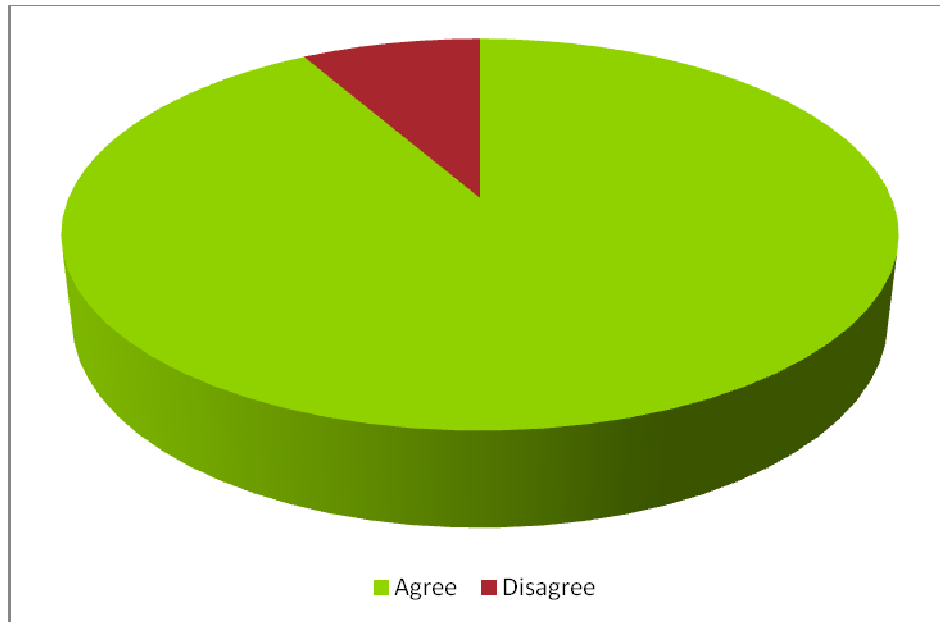
Key themes from the consultation:

- Well supported as a brownfield site.
- Convenient access to the town centre.
- Need to consider car parking for the railway station.
- There needs to be a strategic highway network plan for this area.
- Impact on traffic congestion.
- Ensure plenty of green space.
- Natural England supports plans that encourage the re-use of land except that with high ecological quality.
- Further justification of this potential figure is required.
- Site H2 on its own remains too small for any significant strategic growth.
- Needs more free car parking .
- Needs to be a part of the masterplan for linking the railway station to town centre.
- Provided it accords with the Crewe Rail Gateway proposals.
- Should be retained as a car park, maybe part of a park and ride scheme.
- Needs to robustly assess sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Site I

Do you agree or disagree with site I as a potential area for future development (suggested uses: Employment)

- 17% of respondents answered this question
- Agree (92%); Disagree (8%)



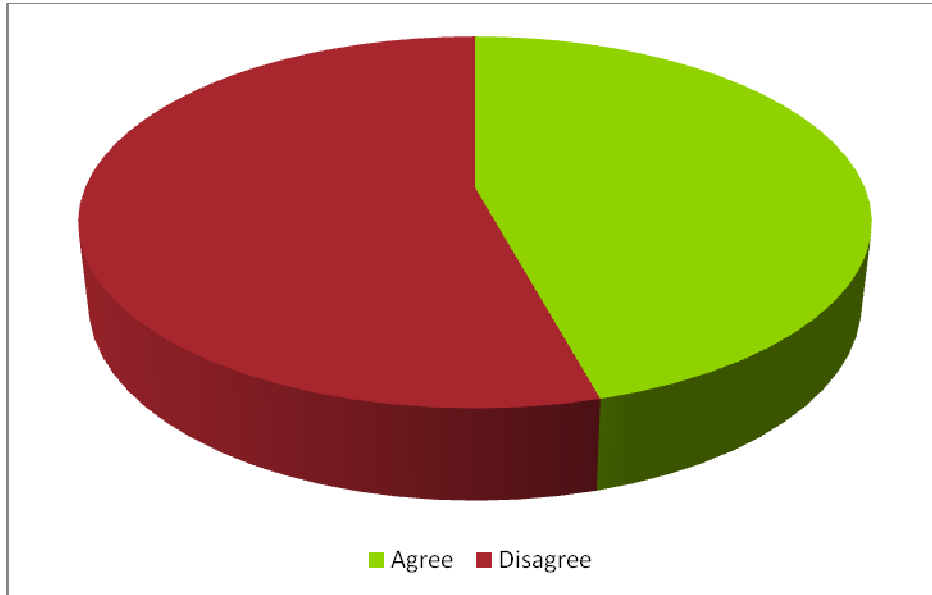
Key themes from the consultation:

- Removing agricultural land.
- Build next to existing industry.
- Middlewich Road already overloaded at busy times.
- Employment sites should be developed first.
- Good idea for employment to the west of Crewe.
- Need to ensure Bentley has employment expansion.
- The site is also located outside the recommended distance to a range of public transport, open space and key services.
- Needs to robustly assess sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Site J

Do you agree or disagree with site J as a potential area for future development (suggested uses: employment)

- 17% of respondents answered this question
- Agree (46%); Disagree (54%)



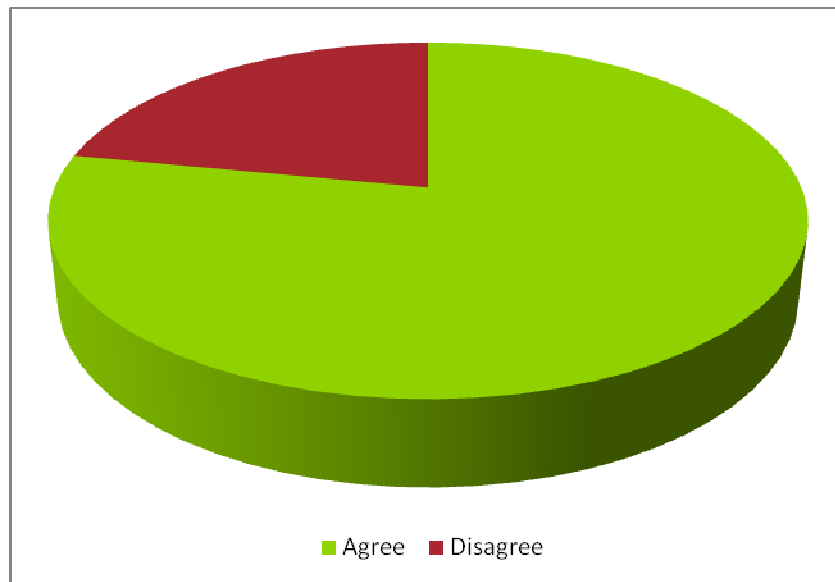
Key themes from the consultation:

- Problems with access to the site.
- Approve of job creation but no housing.
- Need to have proved demand.
- Site of Special Scientific Interest.
- Mixed use for employment and housing is contradictory as who wants to live on an industrial estate and who wants to open a business on a housing estate?
- Infrastructure must come before housing.
- Loss of agricultural land and open space.
- Must be given Green Gap status.
- Road infrastructure is insufficient.
- The road network of Bradfield Road, Remer Street, Sydney Road cannot cater for the housing proposals in this corridor. In addition to the Sydney Road Bridge bottleneck this proposal adds to the traffic between the north of Crewe and Sandbach over the flashes to gain the M6 via Hind Heath Road or Sandbach Station.
- Suitable for 'light' commercial use and employment.
- Needs to robustly assess sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Site K

Do you agree or disagree with site K as a potential area for future development (suggested use: mixed use)

- 17% of respondents answered this question
- Agree (78%); Disagree (22%)



Key themes from the consultation:

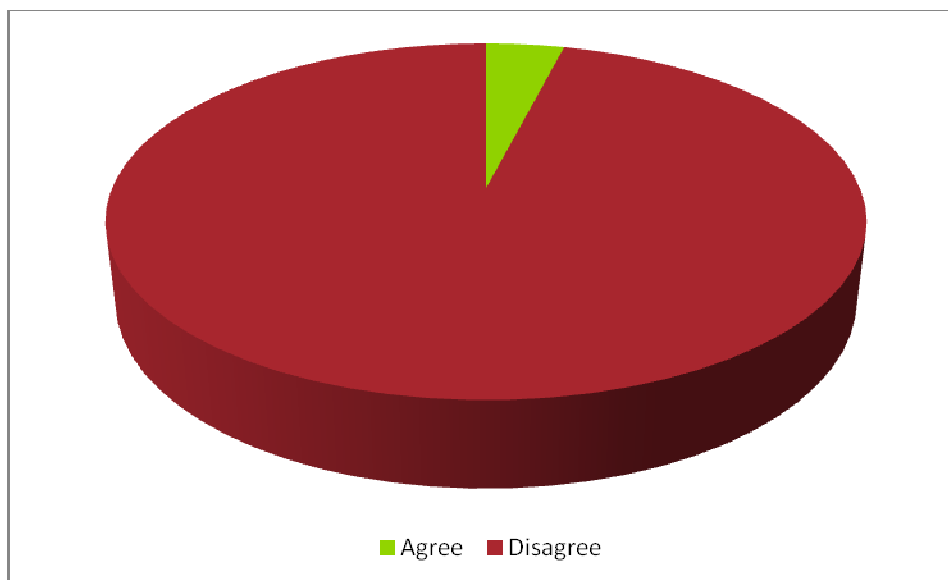
- Agree with mixed use option.
- Another new village which is quite unnecessary.
- Any development should be housing/high end/modern offices only as it is highly visible from the A500 and industrial units would be a bad image to promote within this rural/agricultural area.
- Any development on this site should be contingent on a committed move towards a substantial investment in the transport infrastructure.
- Close to local facilities and so makes sense.
- Convert this land to Green Belt.
- Traffic impacts on the surrounding highway network.
- It is detailed within the Sustainability Appraisal that the site is not in proximity of employment or education facilities and is outside the maximum recommended distance to any form of formal open space and key services and so may not represent a sustainable location.
- Residential development would inadvertently constrain the objectives of employment development.
- Employment use only
- Should have Green Gap conferred on it.
- Must link to the town centre.
- Rail connected sites adjacent to main line railways should not be sacrificed for other forms of development.

- Advocate the benefits of mixed use developments in creating sustainable developments. Future policies should recognise that non B-Class uses are important in promoting sustainable development in potential development areas. Retail development in particular can act as a buffer between residential and employment uses and can provide local employment opportunities close to where people live.
- Agricultural land.
- This document would have been better with clearer demarcation of where the split in uses will be.
- The development should be targeting quality business that provides real job opportunities, not further warehouses.
- In order to deliver a viable employment led mixed use scheme on the site there is a need for between 200 -300 residential units to be brought forward.
- The Basford West was formerly open agricultural land however this now has the benefit of an outline planning permission for warehousing and distribution (B8), manufacturing (B2) and light industrial/office (B1) development, construction of access roads, footpaths and rail infrastructure, import of soil materials, heavy goods vehicle and car parking and landscaping/habitat mitigation which was granted on 13 May 2008 (ref P03/1071). A mixed use scheme that included residential elements would promote sustainable development by locating new homes in close proximity to both new and existing employment opportunities to start to re-dress the imbalance in the location of current houses in relation to the existing employment areas of Crewe. In addition the higher value housing development would assist in funding the infrastructure improvements necessary to realise the full economic benefits of the employment development.
- Any development here will have a detrimental effect on the local inhabitants, and destroy this green space, and the footpaths which criss-cross this area.
- Both the Basford sites play an important role in the overarching delivery of sustainable development in Crewe over the coming years as part of a mix of new development throughout the town. We therefore do not believe it is sensible to include residential development within the site as new housing will be delivered elsewhere as part of the town's development mix.
- This site is supported by good infrastructure connections via the A500, with the added benefit of potential rail access. Community Infrastructure Levy could be used to support funding for the dualling of the A500 (Barthomley).
- Needs to robustly assess sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Site L1

Do you agree or disagree with site L1 as a potential area for future development (suggested use: housing)

- 95% of respondents answered this question
- Agree (4%); Disagree (96%)



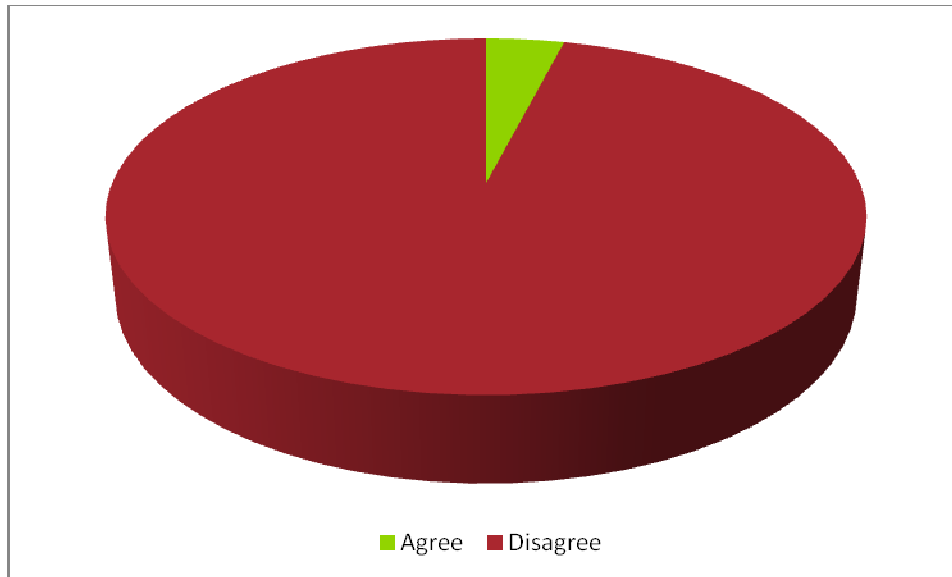
Key themes from the consultation:

- Protect and maintain existing Green Gap areas
- Widening of Sydney Bridge as a precursor.
- The Sydney Road site is one that can help bring forward much needed highway infrastructure improvements in this part of Crewe. Sydney Road Railway Bridge is a particular highway constraint and development can help facilitate solutions to this problem. As noted previously Cheshire East Council should engage in a strategy of bringing forward residential sites to address specific infrastructure problems such as the Sydney Road Bridge. Without this approach there will be no comprehensive infrastructure improvements. The site is sustainable and deliverable. Work undertaken to date has not identified any constraints that prevent it coming forward and the assessment undertaken in relation to the Green Gap has shown that it can be removed from it without any adverse impact to the Green Gap.
- Better use of brownfield sites are essential
- Concerns over access and infrastructure
- Would erode the gap between Haslington and Crewe
- Green Gap should be retained.
- Good links to Crewe Green roundabout and Weston Road for jobs.
- Flooding concerns
- This site is sustainably located and has the potential to contribute towards delivery of housing numbers and to support significant infrastructure improvements.
- Needs to robustly assess sites potential in terms of its technical constraints.

Site L2

Do you agree or disagree with site L2 as a potential area for future development (suggested use: housing)

- 95% of respondents answered this question
- Agree (4%); Disagree (96%)



Key themes from the consultation:

- Protect and maintain existing Green Gap areas
- Widening of Sydney Bridge as a precursor.
- Better use of brownfield sites are essential
- Concerns over access and infrastructure
- Would erode the gap between Haslington and Crewe
- Green Gap should be retained.
- The site measures approximately 11 hectares but only 160 potential dwellings are proposed by the Draft Town Strategy. This creates a potential density of only 14.5 dwellings per hectare which is not a productive or efficient use of the land. The site is also on a landfill site.
- The environmental quality of houses should be higher, with "passive house" construction, solar panels etc.
- Development option L2 lies in a sustainable location as it is well located in terms of proximity to the centre of Crewe, major transport hubs and access to services relative to other strategic sites being promoted, particularly those to the north the Town. Moreover, the site is within easy reach of educational establishments and the major employment areas to the south east of Crewe. Sustainable development is achievable in this location and National Planning Policy Framework directly advocates planning for extensions to existing towns.
- Needs to robustly assess sites potential in terms of their technical constraints (highways, ecology, landscape, flood risk, ground conditions and sustainability). To be robust in examining site suitability the Council would need to provide appropriate evidence to justify their allocation. Equally they would need to robustly set out if a site is not suitable.

Q5 Other Sites

Are there any other sites that you would like to consider for potential development?

Additional suggested sites:

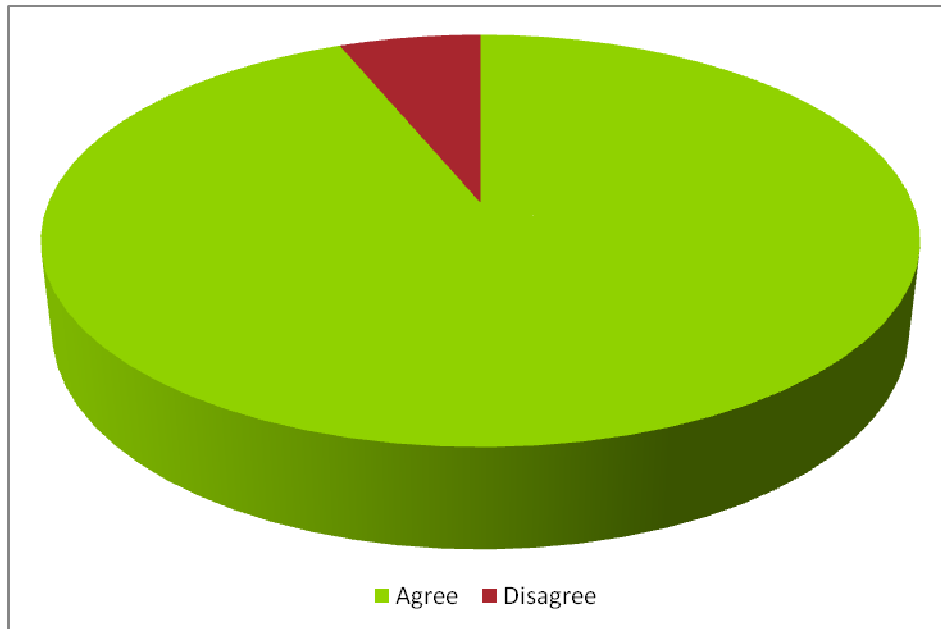
- West side of Goddard street
- Land next to the bypass of A500 - Willaston to Nantwich link
- King George Playing Fields
- The Old Co-operative Dairy, Newcastle Road, Hough
- Top of Mill Street currently unused
- Shown as 'Robinsons corner' on map
- Land bounded by Mill Street, Nantwich Road, Macon Way, Earle Street
- All areas around the Crewe urban area
- Oak Street Car Park
- Land Off Broughton Road (within option B)
- Land Off Clay Lane, Haslington
- The Bus Station and Delamere House area of Crewe. Chester Bridge and High Street.
- Towards the M6, between the A500 , Old Park Road and Barthomley Road
- Crewe Gateway Site
- High Street in Crewe.
- The old Bristol Street Motors on Macon Way
- Rope Lane Shavington, Rope Hall Lane Shavington, Eastern Road Rope/Willaston.
- Off Chester Bridge
- Land between University Way and Crewe Hall
- Land west of Shavington Hall, Weston Lane, Shavington
- Land off Macon Way, adjacent to railway.
- All brownfield sites should be used in Crewe
- Newcastle Road, Shavington (SHLAA 2900)
- Land at 332 West Street
- Land off Newcastle Road, Willaston, Crewe
- Land at Weston (SHLAA site numbers 2999 and 3765) Land off the A534, north of Crewe Green Roundabout (SHLAA site number 3029) Land at Tollgate (Planning permission for 2.29 hectares of office development was granted in outline, in December 2007.)
- Duchy Of Lancaster submission between Crewe and the M6.
- Land off University Way, Crewe
- Rear of Cheerbrook Road, Willaston (SHLAA REF 2958)
- Pedley Street area, Crewe could be developed.
- Rope Lane, Shavington
- Land to the East of Sydney Road
- Crewe Road, Shavington, The SHLAA reference is 2957
- Land to the rear of Cheerbrook Road, Willaston.
- Land at Eastern Road, Willaston
- Land to the east of Willaston, off Moorfields
- Land to the east of Haslington

Q6 Town Projects: Town Centre Core

Town Centre Core

Do you agree with the Town Centre Core town project in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Agree (94%); Disagree (6%)



Key themes from the consultation:

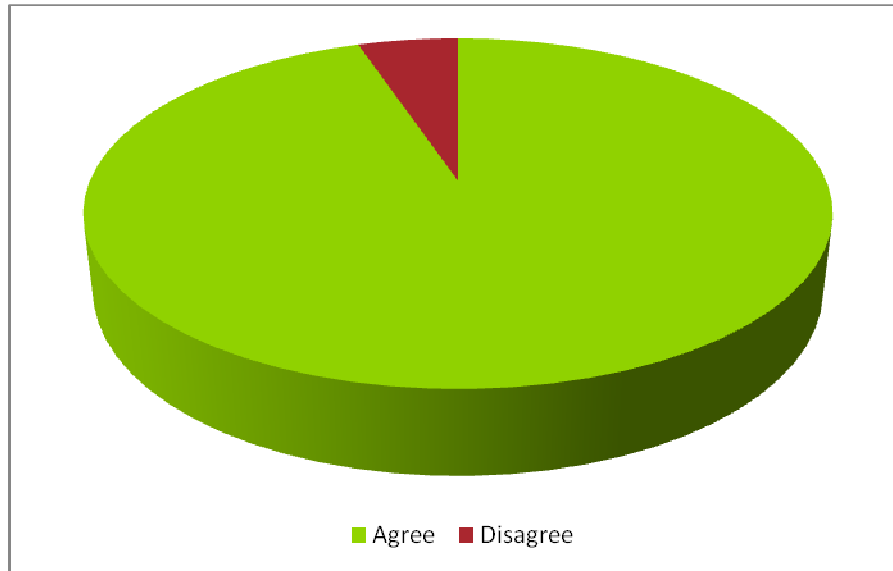
- The town centre strategy provides no information, and lacks any kind of vision, we should have some sketches, as per a real vision as to what could look like. Cheshire East will be judged by visible development, not the 'knowledge economy' speech.
- High quality cycle links required
- Car parking and car parking charges are an issue
- Decent bus terminus is essential
- Multi-storey car park should be considered
- Alfresco dining around the Lyceum will aid footfall along with public realm and heritage interpretation boards.
- The existing rail bridges are inadequate and could not support car access for further town centre expansion, let alone the existing shops which are under utilized as a result. More pedestrian and cycle bridges and routes would certainly help.
- Get a good hotel in town centre.
- Promote the market.
- More choice of evening entertainment & restaurants.
- Bus station should be demolished and the land from bus station to Gatefield Street for family homes.
- Bus station should be moved to the railway station.

- The demand is there but the town centre is just not accessible due to the success of the Grand Junction Retail Park.
- Crewe has too many areas trying to make a retail offer; and failing.
- Zone the town centre and rescue Hightown and West Street, and to a lesser extent Edleston Road, by providing high quality, safe town centre accommodation.
- Crewe sorely needs its town centre flattening and redeveloping.
- Impact of online shopping on future requirements
- Where is the money coming from?
- The word "terminus" by definition is where services end. The word "interchange" is more recognised as where people change from one service to another.
- The Market including the "sheds" and Lyceum Square need to be utilised by all the present Market Traders and not strewn about the town making the streetscape untidy, messy, claustrophobic and unpleasant place to walk or hold a conversation.
- Reduce rates for the market
- Ensure brownfield sites are developed
- Natural England agrees with the principles of the Town Projects. In particular Natural England recognizes the commitments to re-use existing under used and vacant buildings and improving accessibility and links throughout the town between the town centre and railway station.
- Need to give the town centre some height, mixed apartments and retail development would work well.
- A new halt station connection is required in the town centre from the railway station
- Free out of town parking with shuttle bus?
- The bullet points should identify the fact that there are areas containing significant groups of listed buildings in the town centre which reflect the historic character of this railway town and their setting needs to be respected in any development proposals.
- Include an element of housing in retail and business development.
- Should encourage residential use of upper floors in the town centre

Civic and Cultural Quarter

Do you agree with the Civic and Cultural Quarter Town Project in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Agree (95%); Disagree (5%)



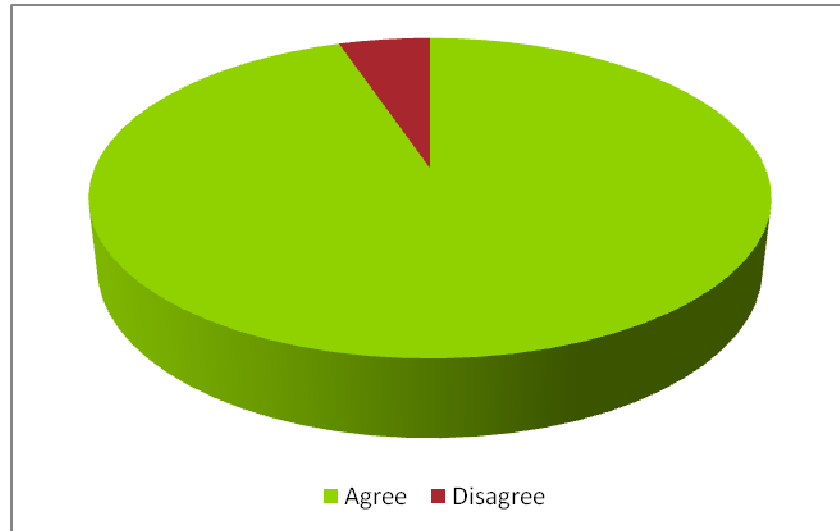
Key themes from the consultation:

- Buildings should be well designed
- Christ Church must be integrated into any future development
- Crewe has an excellent theatre and needs to make better use of it.
- The provision of a proper, hireable concert hall, including rehearsal facilities for all kinds of local groups and organizations, could provide for the development of cultural activities within the town, which, at present, are serviced elsewhere (other towns and cities).
- Incorporate the railway heritage into projects.
- Natural England agrees with the principles of the Town Projects. In particular Natural England recognizes the commitments to re-use existing under used and vacant buildings and improving accessibility and links throughout the town between the town centre and railway station.
- Is it realistic?
- The bullet points should identify the fact that The Market, Municipal Buildings, The Lyceum and the War Memorial are significant groups of listed buildings at the centre of this historic Civic area and that their setting needs to be respected in any development proposals.
- Consideration should be given to improving connectivity to Crewe Heritage Centre by means of a footbridge (derelict one in Vernon Way) from the proposed Mill Street Pedestrian/Cycle Way. This would also open the opportunity (Should land be available) for expansion of the centre in Mill Street, even if only a shop and decent toilets.

West Street

Do you agree with the West Street Town Project identified in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Agree (95%); Disagree (5%)



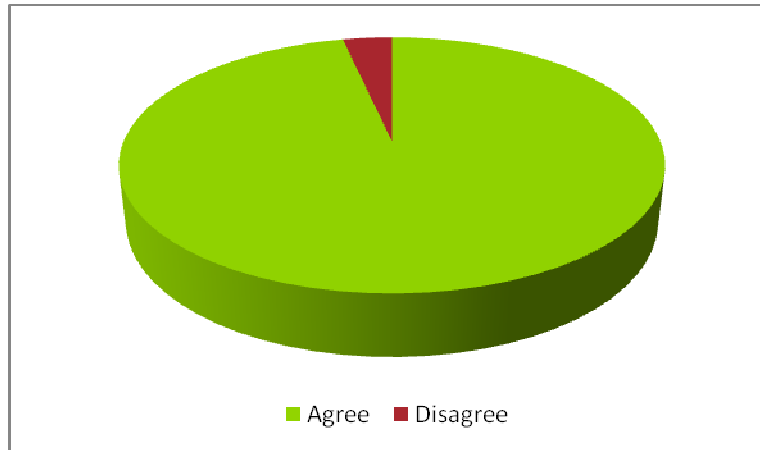
Key themes from the consultation:

- Complete the West Street Highway improvement scheme including the Railway Heritage footway paving and public transport infrastructure. This will improve the streetscape and go somewhere to improve connectivity between the completed section and the Town Centre.
- Gateway into the town.
- Bombardier site perfect example of infill for employment, leisure and housing. Maybe include a park/green space?
- West Street is generally a residential neighbourhood forming a key infrastructure gateway to the town from the west. Opportunities for the development of new housing along this key gateway should be encouraged further within the town strategy. Importantly, the link between this residential area and its sustainability in terms of its proximity and location to the town centre are observed. The secondary benefits of residential development in this location are also observed as supporting the town centre and night time economy.
- Parking problems
- Natural England agrees with the principles of the Town Projects. In particular Natural England recognises the commitments to re-use existing under used and vacant buildings and improving accessibility and links throughout the town between the town centre and railway station.
- The consideration of development of sites on the edge of Crewe should not be placed in front of the regeneration of these areas within the town as the allocation of too many green field sites will prejudice the regeneration of older housing areas.

Cumberland Arena

Do you agree with the Cumberland Arena Town Project area identified in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Agree (97%); Disagree (3%)



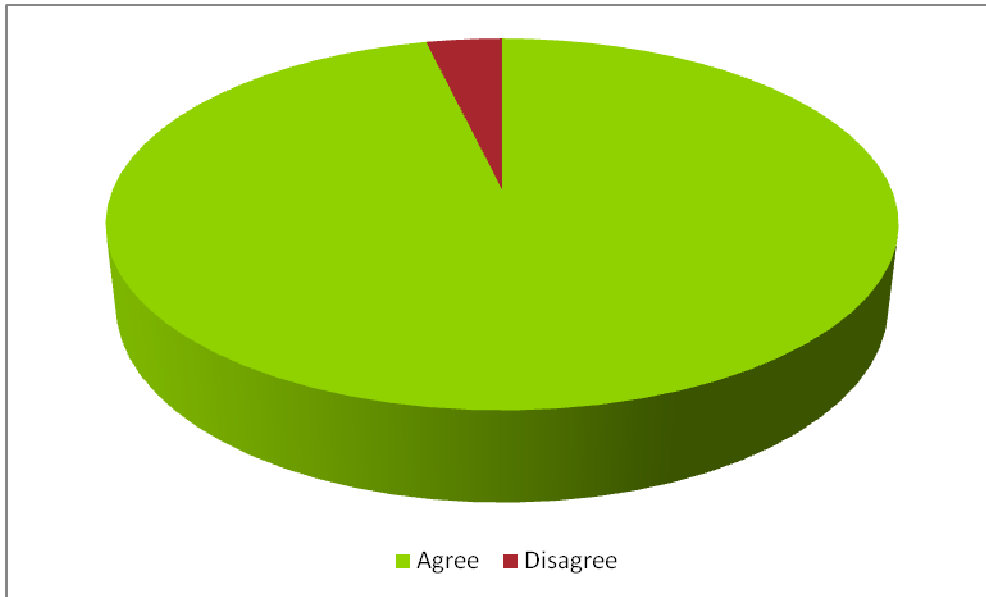
Key themes from the consultation:

- A high quality sports and leisure development could attract national sports talent as well as benefiting the local community.
- Is it feasible?
- Its location is hidden in the town.
- Must deliver on Olympic Legacy.
- Natural England agrees with the principles of the Town Projects. In particular Natural England recognises the commitments to re-use existing under used and vacant buildings and improving accessibility and links throughout the town between the town centre and railway station.
- Not easily accessible
- Preserve the camouflaged wall of the Railway Works.
- The idea of a new swimming pool and other leisure facilities in this area is flawed. It is totally cut off from the town centre. Mill Street or Ludford Street School would be a better alternative.

Crewe Rail Exchange

Do you agree with the Crewe Rail Exchange Town Project identified in the draft Crewe Town Strategy?

- 18% of respondents answered this question
- Agree (96%); Disagree (4%)



Key themes from the consultation:

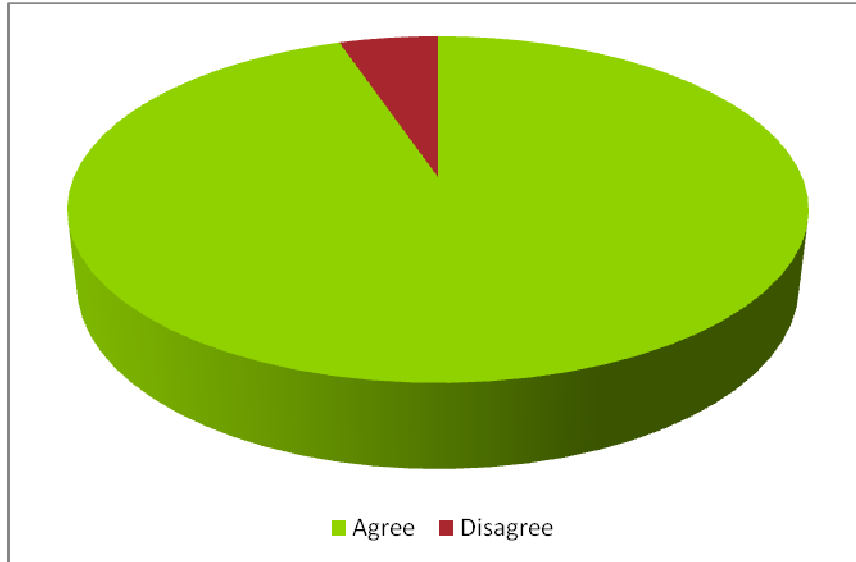
- Link to town centre is a must
- New station concourse and a shift in the station frontage to Weston Road is key
- Access is an issue
- Demolish Royal Mail Building and build 5 platforms including 3 northern terminus and 2 through platforms. New routes to Ellesmere Port, Liverpool Central, Blackpool North, Leeds, Bradford Interchange, Bournemouth, Bristol Temple Meads etc.
- A new town stop should be provided opposite Phoenix Leisure Park on Crewe - Chester line.
- Park and Ride should be considered on the old Post office site.
- Is it feasible?
- This is lacking in Strategic thinking. It needs a visionary Master Plan that shows just how Crewe's unique connectivity can be used through vastly improved land use.
- Relocate bus station to the railway station
- Crewe should capitalize on its Railway Heritage
- Include cycle links
- Natural England agrees with the principles of the Town Projects. In particular Natural England recognises the commitments to re-use existing under used and vacant buildings and improving accessibility and links throughout the town between the town centre and railway station.
- Improve pedestrian access from Crewe Alex Car Park
- Improved signage needed

- Support the regeneration of the Mill Street area for predominantly residential development as an area in much need of rejuvenation and currently a wasted opportunity.
- The bullet points should identify the fact that the remaining parts of the Italianate styled historic front section of the railway station and similar parts visible internally are significant both architecturally and historically and need to be retained. The bullet points should also identify the fact that there are locally listed buildings close to the railway station and works which reflect the historic role of the railway station for visitors and rail workers and that their setting needs to be respected.
- Needs to consider car parking provision
- The preferred route of High Speed 2 is not known and it is not reasonable to assume that it will pass through Open Countryside East of Crewe. The most appropriate location for passenger interchange with the existing network is Crewe Rail Exchange. High Speed 2 will also free capacity on the existing network which could be beneficial to the Cheshire East economy.
- Footbridge for pedestrians from car parks to station over Nantwich Road to save congestion at pedestrian crossings?
- Remove traffic lights from Weston Road roundabout - traffic flow better when they are out of order!

Nantwich Road

Do you agree with the Nantwich Road Town Project identified in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Agree (95%); Disagree (5%)



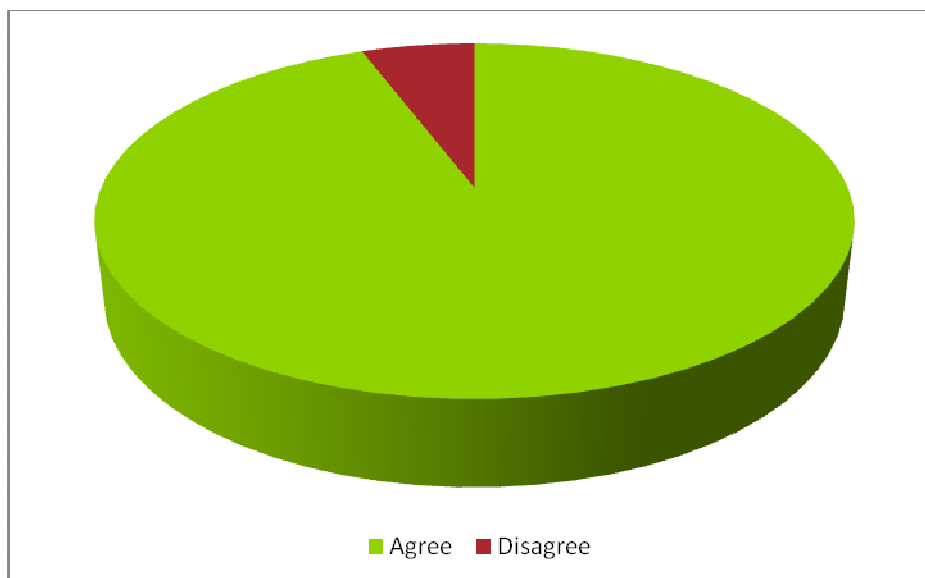
Key themes from the consultation:

- High standard of development required
- Alternative through traffic route needed
- Nantwich Road is not a positive image for the Town – it is a gateway location and needs improving
- Improved signage needed
- Need to address poor air quality and impacts of development on the traffic in the area
- Encourage tree planting
- Natural England agrees with the principles of the Town Projects. In particular Natural England recognises the commitments to re-use existing under used and vacant buildings

Grand Junction Retail Park

Do you agree with the Grand Junction Retail Park Town Project area identified in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Agree (94%); Disagree (6%)



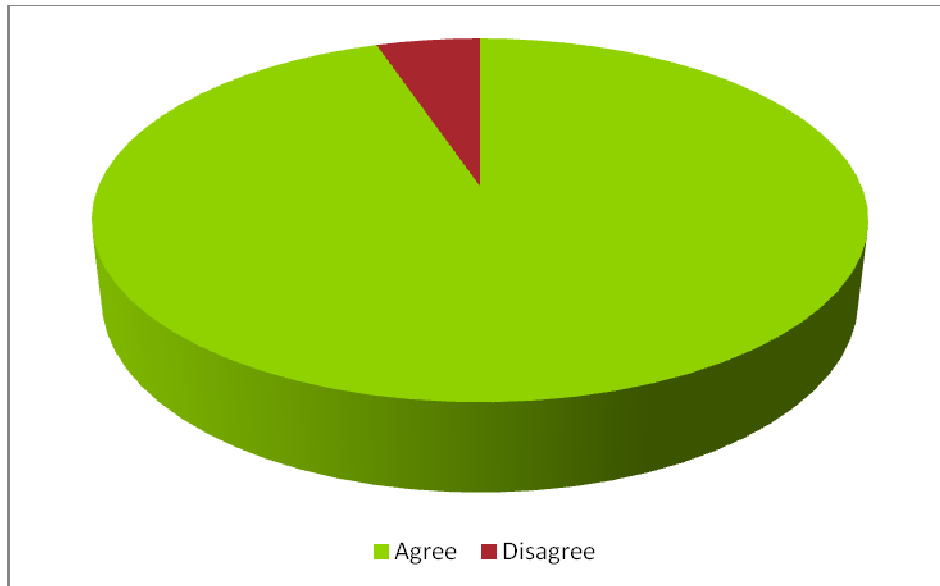
Key themes from the consultation:

- Public toilets required
- Pedestrian link required to the town centre and railway station
- Highways access to the site is a problem
- Park and ride?
- Consider as 'new' focus of Crewe thus allowing for the new development of existing centre.
- Grand Junction has divided the town centre and this needs to be addressed
- Parking is an issue
- Improve public transport links
- Should be part of the town centre.
- Would it be possible to provide another road into the site at the other end, via the plot of land vacated by Bristol Street Motors on Macon Way?
- Support the sentiment behind the statement requiring retailers who wish to extend having to demonstrate why they cannot be located within the town centre. However, if this is to be translated into a Planning Policy, we would be pleased to understand how retailers will be required to demonstrate this.

Pedestrian and Cycle Links

Do you agree with the references to pedestrian and cycle links included in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Agree (95%); Disagree (5%)



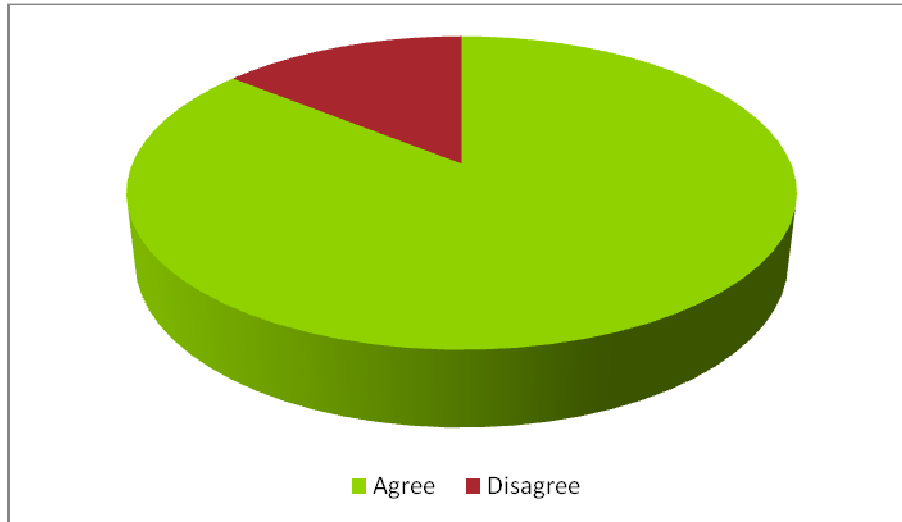
Key themes from the consultation:

- A bridge of any sort over North Junction is not feasible!
- The bus service 'doing the loop' would not even cost!
- Better signing / marking on footpaths and cycleways.
- Better, safe cycle lanes urgently needed.
- Crewe lends itself to being attractive for cycling. Distances, gradients, and weather conditions make it an ideal centre for cycling. Suggest developing a network of cycle routes with a link from the town centre to railway station.
- It is essential that the Connect2 cycle link between Crewe and Nantwich is completed soon.

Q7 Town Centre Boundary

Do you agree with the potential change to the Town Centre boundary in the draft Crewe Town Strategy?

- 17% of respondents answered this question
- Agree (95%); Disagree (5%)



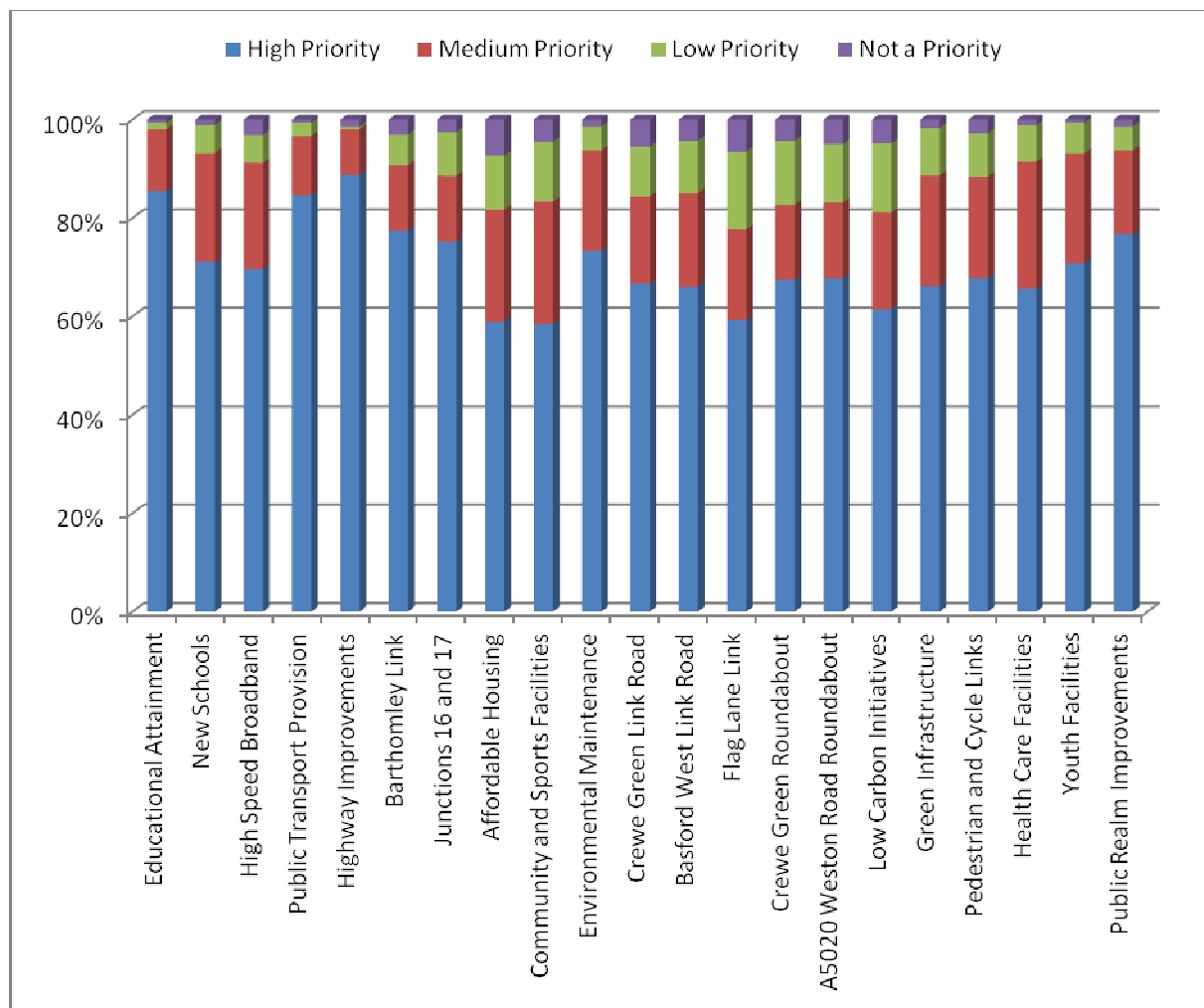
Key themes from the consultation:

- An extension to the town centre of Crewe is needed
- Redevelopment of the Oak Street area would be a vast improvement
- As advocated by Paragraph 23 of the National Planning Policy Framework, local planning authorities are required to undertake an assessment of the need to expand town centre boundaries to determine whether a sufficient supply of land is available for future retail development. No such evidence has been published by the Council to support the potential extension of Crewe town centre. In light of this, recommend that the Council should commission an updated retail study to support the growth proposed for Crewe and to ensure that the Cheshire East Local Plan is informed by a robust evidence base.
- Include the heritage site
- Extend to include the Grand Junction Retail Park
- Natural England notes the potential extension to the Town Centre Boundary and concludes that the extension in seeking to include the new superstore site into the Town Centre is appropriate with the railway lines acting as a physical boundary to the town centre to the south and east.
- As more retail goes on line, it would be better to shrink the town centre and use the released designation for housing.

Q7 Infrastructure Priorities

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

	High	Medium	Low	Not a Priority
Improved educational attainment including apprenticeships and links with employers	86%	12%	1%	1%
Provision of new schools, where required	71%	22%	6%	1%
High Speed Broadband	70%	22%	6%	3%
Integrated and improved public transport provision and exchanges in the town centre and at the railway station	85%	12%	3%	1%
Highway improvements and sustainable transport initiatives, to reduce traffic congestion	89%	9%	1%	1%
A500 Barthomley link road to M6	77%	13%	6%	3%
Improvements to Junctions 16 and 17 of the M6	75%	13%	9%	3%
Affordable Housing	59%	23%	11%	7%
Integrated community and sports facilities, including a new swimming pool	58%	25%	12%	5%
Future maintenance of the built and natural environment	73%	20%	5%	1%
Crewe Green Link Road	67%	18%	10%	6%
Basford West Link Road	66%	19%	11%	4%
Flag Lane Link Road	59%	18%	16%	7%
Improvements to Crewe Green roundabout	67%	15%	13%	4%
Improvements to the A5020 Weston Road Roundabout	68%	15%	12%	5%
Low Carbon Energy Initiatives	61%	20%	14%	5%
Improvements to existing and the provision of new Green Infrastructure throughout the town	66%	22%	10%	2%
Improvements to existing and the provision of new pedestrian and cycle links throughout the town	68%	21%	9%	3%
Integrated health care facilities	66%	26%	7%	1%
Better youth facilities	71%	22%	6%	1%
Improvements to the public realm of Crewe and the image of Crewe	77%	17%	5%	1%



Q8 Other Infrastructure Priorities

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

- 8% of respondents answered this question
- Yes (35%); No (65%)



Key themes from the consultation:

- New relief road link from Maw Green to Haslington Bypass to relieve traffic congestion at Crewe Green.
- New link Road between Middlewich Road and Church Lane, Wistaston to alleviate traffic on Wistaston Green Road and associated safety improvements on Middlewich Road.
- A new swimming pool centre close to the Bus Station/Delemere Street Area.
- Crewe Park
- Hospital
- Green spaces in the town
- Better pedestrianised areas
- Community facilities / venues
- Solar panels on all Council Buildings and new houses
- Housing for the elderly
- Multi storey car parks in some of the mixed use developments on the edge of town (e.g. Leighton, Basford West) with dedicated Park and Ride bus services.
- Gresty Road (North end, by Rail House). Close it to through traffic so that it can be used as a part of the station west entrance forecourt / integrated bus station.
- There needs to be "Footbridge" provision for pedestrians and school children (North St Primary and Sir William Stanier) on the south side of the existing Sydney Bridge.
- Investigate the feasibility and cost of an integrated rail shuttle service running on existing lines to provide public transport from outlying areas via Crewe station to town-centre points and back again
- The provision of a proper, hireable concert hall, including rehearsal facilities for all kinds of local groups and organizations, could provide for the development of cultural activities within the town, which, at present, are serviced elsewhere (other towns and cities).

- To impose the Community Infrastructure Levy; the Local Planning Authority must first identify any shortfall in infrastructure required to enable the envisaged level of sustainable development; the charge placed on development is calculated based on meeting that shortfall rather than on meeting a wish-list of locally determined benefits to local residents.
- Promotion of heritage and cultural sites
- Improved lighting required at Junction 16.
- New Bus Station.
- Reduction in car parking charges
- The plan has not taken into consideration the quality and capacity of infrastructure for water supply; wastewater; its treatment and/or flood risk.
- Use of redundant buildings
- Crewe cannot survive without some major highway infrastructure improvements
- The major focus for Crewe's revitalisation should be the town centre shops and transport links.
- Planning permission should be refused for development resulting in the loss or deterioration of irreplaceable habitats, including ancient woodland and the loss of aged or veteran trees found outside ancient woodland"
- Because the 11 Town Strategies have been tackled piecemeal, it has proved difficult to follow the over-arching strategy that Cheshire East Council has been adopting in relation to housing numbers and employment land and this situation has been exacerbated by the fact that the up-dated Strategic Housing Market Assessment is still awaited and so is the analysis of employment land.
- We would urge the authority to commit to a sequential land use policy, brownfield first, and to achieving a high brownfield land target.
- The strategy seems to be hugely optimistic in a time of deep recession and much emphasis is placed in the consultation document on High Speed 2

Q9 Additional Comments

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

Key themes from the consultation:

- How will it be achieved and is it realistic?
- Concern over the process – should not be prejudging the Local Plan
- Green Belt land should not be built on under any circumstances. Neither should there be any loss of, or disturbance to, Safeguarded Land, Listed Buildings, SSSIs, Sites of Biological Importance, Nature Conservation Priority Areas, woodland, trees with Preservation Orders or any other wildlife habitat.
- Do not build on flood plains
- Make full use of empty/derelict buildings and brownfield sites.
- There is no market or demand for further development.
- Agricultural land should be protected
- Green Gaps should not be considered for development
- Positively manage and enhance the built heritage
- Ensure that the needs of pedestrians are foremost in the design of new developments
- Needs to consider English Heritage guidance local plans: how to create a sound plan under the National Planning Policy Framework. see: <http://www.english-heritage.org.uk/content/imported-docs/f-i/heritage-local-plans.pdf>
- There needs to be a good cross section of housing to meet the needs of society.
- Quality of life for people needs to be considered.
- The strategy proposed should focus on the development of new housing and promoting business and industrial opportunities in the centre of Crewe, inside the existing boundaries.
- This context section needs to be introduced by making reference to the simple historic origins of Crewe before the railway, how its growth was triggered by the initial decision to locate a railway at Crewe to serve Crewe Hall and how Crewe subsequently became a centre for railway works regionally and nationally
- We do not have the jobs or other infrastructure to support additional population.
- Crewe needs a new image.
- Crewe as a town is fundamentally flawed by its history. The legacy that the once vibrant rail industry has delivered is a town that is plagued by; congestion, inadequate road systems, a plethora of ill judged crossing and traffic management systems and a town centre that falls very short on the current residents needs.
- Please do not rely on one single market type or employer.
- The funding and delivery of the infrastructure priorities do however need to be balanced against the viability of schemes as they come forward.
- Employment opportunities should be the priority.
- There needs to be a robust, detailed and costed plan maintained during all stages of its execution of the plan.
- Ambitious
- Green Gap should be retained The reasons include; - To check the unrestricted sprawl of development - To prevent neighbouring towns and villages from merging into one another

and thus preserve their unique identities - To conserve and enhance wildlife sites - To facilitate urban regeneration and expansion by encouraging the recycling of brownfield sites - To support leisure and recreational facilities - To ensure that the infrastructure of the area is sustainable I fully support the retention of the existing Green Gap in the Local Plan and I write this letter because there is no part of the consultation questionnaire which deals with this vital issue in isolation.

- Need a further robust explanation as to the housing targets set out in the document?
- Character and integrity of local villages needs to be maintained.
- No assessment appears to have been undertaken as to what infrastructure would have to be provided to ensure that any of the options could be brought about sustainably.
- If the necessary improvements cannot be put in place then the Local Plan would be at significant risk of being found unsound on the grounds of deliverability; it is essential, therefore, that consideration is given to such matters at the outset, rather than after preferred options for development have already been established through the town strategies process.
- Safety and security in and around the town needs to be considered
- Natural England notes that the majority of the potential development sites in the Crewe Town Strategy are greenfield sites. Natural England is committed to protecting and enhancing the natural environment and as a general approach we are of the view that brownfield sites should be considered for development ahead of greenfield sites where possible as they have improved prospects for securing sustainable development objectives.
- United Utilities PLC would like to build a strong partnership with Local Planning Authorities [LPA] to aid sustainable development and growth and consider further the delivery of the Local Plan.
- Local planning authorities should work with other authorities and providers to: assess the quality and capacity of infrastructure for transport, water supply, wastewater and its treatment, energy (including heat), telecommunications, utilities, waste, health, social care, education, flood risk and coastal change management, and its ability to meet forecast demands; and take account of the need for strategic infrastructure including nationally significant infrastructure within their areas. To ensure key sites and strategic locations are deemed sustainable, plan-led and co-ordinated, strategic solutions should be developed and defined for supporting infrastructure.
- Need objectives for rural areas.
- Replacement of housing stock emphasis should be upgrading housing stock.
- I think there needs to be one major development in an area bounded by Mill Street, Nantwich Road, Earle Street and Macon Way. A major shopping centre on the scale of Birmingham New Street Bull Ring Centre. With the station below.
- Important that any development area has the infrastructure to support it.
- This is just a framework for coping with change.
- Could smaller communities benefit from small pockets of development breathing new life into communities while retaining and developing their characteristics.
- Please consider education and health main priorities for both young and old.
- Has the Council undertaken its duty to co-operate with surrounding local authorities?

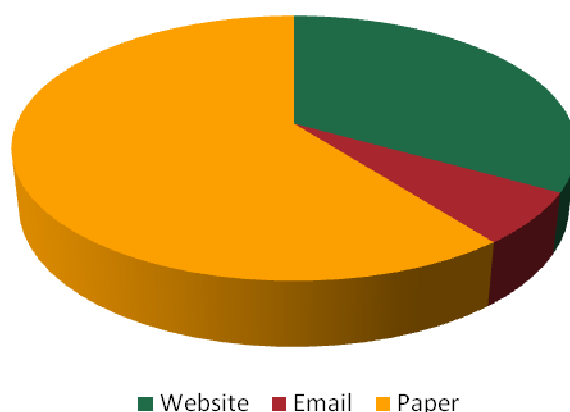
- As part of the planning process we would like to see a pedestrian/cycle network proposals plan along with green infrastructure produced to help guide planning design and funding. Transport has to play its part in reducing its carbon emissions and its energy consumption. For a town aspiring to reach the potential in the vision statement we would like to see a commitment to a reduction on carbon/energy use from local transport within the town and surrounding areas.
- The Green Infrastructure Action Plan is crucial to the delivery of the vision for Crewe
- Crewe lacks a strong linear asset like the Weaver and Shropshire Union Canal on which to base its ecological/recreational provision. There are however several individual streams (some of which are known to be of biodiversity value) crossing the town and their corridors should be strongly enhanced/protected (where the option is still available) to create a linked network of ecologically valuable spaces and preserve strong connections to the surrounding open countryside.
- Consultation period was too short
- The Highways Agency accepts that the future economic prosperity of Crewe relies appreciably upon developing and sustaining effective transport linkages. Under Objective 2: Connectivity & Linkages; the Highways Agency would support the aspirations outlined in improving main road access to and from the M6 motorway. However, in order to deliver the scale of population growth which is identified over the projected plan period, it is clear that significant investment would ultimately be required for capacity improvements to junctions 16 and 17 of the M6 motorway.
- Where a Open Space Needs Assessment identifies the need to create new sites for open space, sport or recreation the Local Plan should allocate sites as necessary and in accordance with the findings of the Needs Assessment.
- What about infrastructure provision in Crewe?
- Needs to address highways issues in Crewe
- Green Gap definition should reflect CNBC Local Plan
- There are three Air Quality Management Areas within the town, however a number of other areas are close to the objective and are at risk of breaching the objective in future years. Any development which is likely to significantly increase traffic in the town, or change traffic patterns around the town is likely to exacerbate this problem. We would therefore look for policies and strategies which encourage and incentivise low carbon transport options and reduce reliance on the private car.
- Full of jargon and confusing in parts
- We feel that significant prominence should be given to river corridors, for example the River Weaver, River Dean, Birkin Brook, many of which have no wildlife designation but have huge potential for environmental enhancement.
- The document has a strong focus on improving and enhancing the business opportunities, this should not be at the expense of the environment.
- Need to retain agricultural land in use
- There should be a clear structure for all the town strategy documents and a common data set to remove inconsistencies in interpretation.

Draft Handforth Town Strategy: Summary Report of Consultation

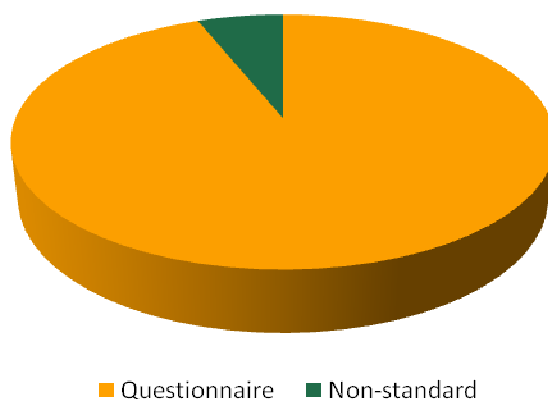
Overall Response

A total of **443** representations were received on the draft Handforth Town Strategy

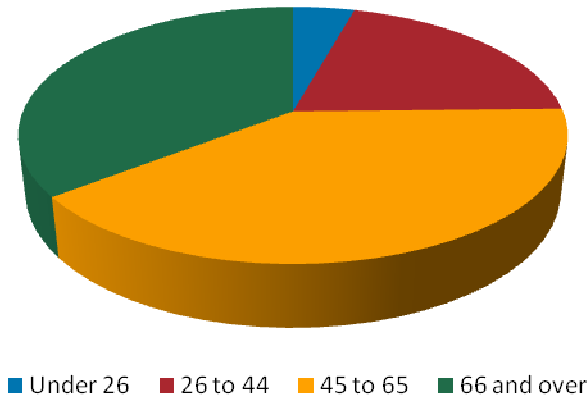
33% of these were submitted online via the consultation portal; 6% were emails and 60% were in paper form.



94% of responses were made on the official questionnaire and 6% were other responses.



4% of people who took part in the consultation were under the age of 26; 20% were aged 26 to 44; 40% were aged 45 to 65 and 36% were aged 66 and over



There were three petitions submitted to the draft Town Strategy consultation, although one was signed by only one person.

Handforth Station Petition (signed by 67 people)

"I support the proposals in the draft Handforth Plan in item 4.9 to:

- Provide car parking and drop-off facilities at Handforth station
- Provide disabled access to Handforth station

And

- To include Handforth station in the District Centre District"
-

Clay Lane Residents Petition (signed by 45 people from 30 separate addresses)

"Against the development of an estimated 500 dwellings on site 'H' and 40 dwellings on site 'G' as identified in the Draft Handforth Town Strategy Consultation. Any development on this site would increase traffic congestion onto Wilmslow Road; it would have a serious environmental effect and inevitably decrease the value of our properties.

If you feel this land should remain Green Belt / open countryside and hence be protected from development please sign this petition."

Hands off Handforth Green Belt Petition (signed by one person)

"As a result of reading the Draft Handforth Town Strategy Consultation document, I the undersigned am strongly opposed to Cheshire East Council's intention to build large numbers of houses and other developments in Handforth. The current developments and potential to build on brownfield sites are sufficient for our needs until 2030; there is no need to build on the green space surrounding and within the village."

Cheshire East Council is also aware of another e-petition related to a potential site identified in the draft Handforth Town Strategy but which has not been formally submitted as part of this consultation:

Save Handforth's Greenfield Sites (signed by 226 people on 24/10/2012)

"We the undersigned petition the council to return land in East Handforth to green belt status. The parcel of land to which this petition refers includes the plot (currently designated RT6) between Handforth Hall and footpath 91, the field between footpath 91 and the A34 bypass and the field between Wadsworth Close/Hill Drive and the A34 bypass.

The occupants of any residential development on this site would be very dependent on travel by car. This runs contrary to a principal aim of the NPPF, i.e. to reduce the need to travel by private car.

Community facilities (e.g. post office, medical centre, bank, library, church, railway station) are not located within easy walking distance of the site.

Any residential development on this site would require road access through the environmental barrier that exists between the site and the A34 bypass. Partial loss of the environmental barrier would increase the level of traffic noise and traffic fumes experienced by local residents.

Any residential development on this site would inevitably increase traffic congestion on the A34 bypass, particularly between the two roundabouts that bracket the Handforth Dean shopping complex.

The Handforth area possesses a number of brownfield sites and, according to the NPPF, such sites should be developed in preference to greenfield sites.

The planned building of 1,000 houses on the former Woodford airfield located nearby would represent gross over-development of the area.

Part of the site (designated RT6) forms an important part of the curtilage of Handforth Hall, a listed building. Development of this site for homes would have a deleterious effect on the Hall and its grounds.

During periods of heavy rain, a watercourse runs from the pond just east of footpath 91 across the footpath and the RT6 land. The result has been flooding within outbuildings of Handforth Hall. Development of the field to the east of footpath 91 and/or the RT6 land is likely to aggravate the problem.

Hall Road is badly affected by car parking on both sides of the carriageway. At times, therefore, it is impossible for emergency vehicles to access Handforth Hall and properties in Old Hall Crescent and Wadsworth Close. The car parking problem in Hall road stems not only from the St Benedict's "school run" but also from the fact that the eastern end of Hall Road is used as an extension to the car park for the Handforth Dean shopping complex. Any housing development on the site that is the subject of this petition would further aggravate the problem.

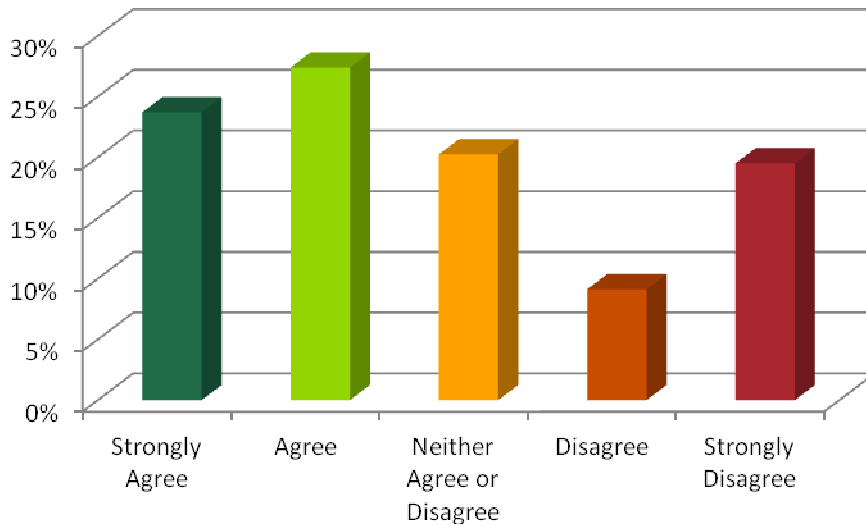
The land referred to in this petition contains ponds that are the habitat of the great crested newt. It also contains two ancient hedgerows that provide important nesting sites for wild birds. The larger of the two fields is situated close to what is arguably one of the most beautiful parts of Handforth, namely the bluebell woods that border the banks of the River Dean. Development of this field for housing would have a profound and deleterious effect on the environment and its wildlife.

A major part of the land involved has, for many years, been in agricultural use and is currently planted with a cereal crop. In these days of soaring food prices it is important that agriculturally-productive land is conserved.

Q1 Vision

Do you agree or disagree with the Vision as set out in the draft Handforth Town Strategy?

- 91.4% of respondents answered this question
- Strongly Agree (23.7%); Agree (27.4%); Neither Agree or Disagree (20.2%); Disagree (9.1%); Strongly Disagree (19.5%)



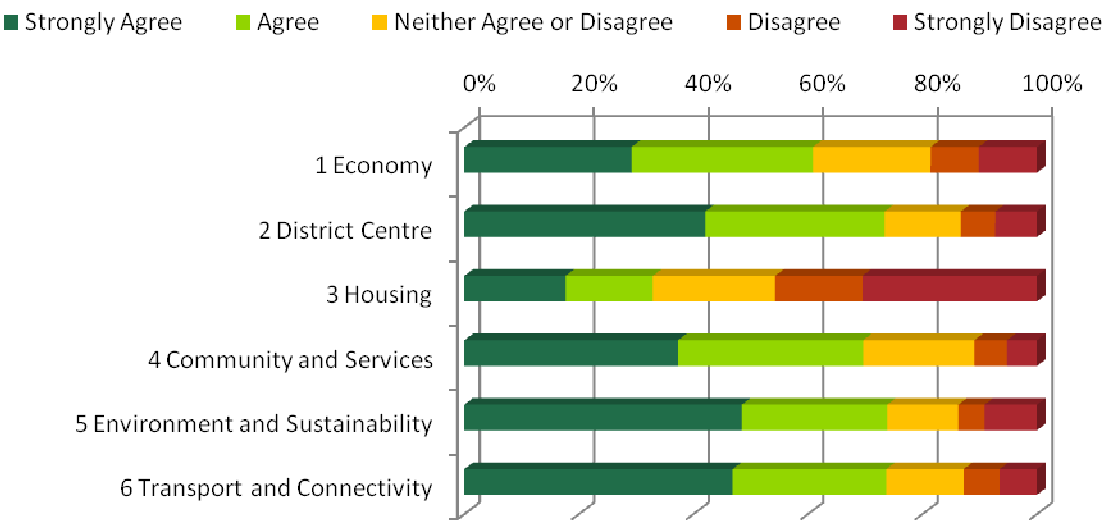
Key themes emerging from consultation:

- General support for being a 'small and welcoming' town but some suggestions that too much development could have a negative impact on this
- Support for improvement of the district centre, and The Paddock in particular; support for more 'local' shops, e.g. greengrocers, butchers etc
- Strong support for Handforth retaining its own identity and prevention of further 'merging' with surrounding areas; concerns that Handforth could lose its village feel and become part of an urban sprawl
- Some general support for offering an excellent quality of life, high levels of employment, increased average incomes, healthy population and better provision of sustainable transport
- Strong support for good access to education and important services
- Strong support for high quality open spaces and improved access to the surrounding countryside, although some suggestions that too much new development could detract from these
- Protection of Green Belt considered important by many people; resistance to development in the Green Belt
- Preservation of existing urban green spaces is also considered important
- Walking and cycling routes important
- Some suggestions that population growth will be much lower than expected
- Some disagreement with the need to provide a significant number of new homes
- Views that monies raised from any sale of Council-owned land in Handforth should be invested in Handforth rather than elsewhere in the Borough

- Concerns over the ability of existing infrastructure to cope with additional residents (especially schools, roads and medical facilities)
- Some views that the vision is vague and not specific enough / motherhood and apple pie; other views that it is a clear articulation of Handforth's future
- Some views that the vision is overly-ambitious and too bold; other views that it lacks ambition and describes Handforth as it is already
- Much overall agreement with the vision (although there are concerns over deliverability); other views were expressed that completely disagree with the entire vision as set out (e.g. your vision is Handforth residents' nightmare), although these do not suggest alternatives for inclusion in the vision.
- Indication that there is a significant amount of empty commercial and industrial space which could be used for new development; some question the need for land for new employment development; there are lots of business units empty already
- Agriculture is very important
- Strong support for brownfield first principle; suggestions that only brownfield sites should be allocated
- Some resistance to any affordable housing in Handforth; there is currently a high proportion of social housing
- Suggestions that Wilmslow's 'quota' of housing is being pushed on to Handforth
- Concerns over sources of funding for improvements; doubts over ability to deliver
- Economic situation could seriously limit growth to 2030
- Emphasise the uniqueness of Handforth – its own 'unique' identity
- Some views that Handforth could be more 'thriving' but increased housing provision is not the answer

Q2 Objectives and Strategy

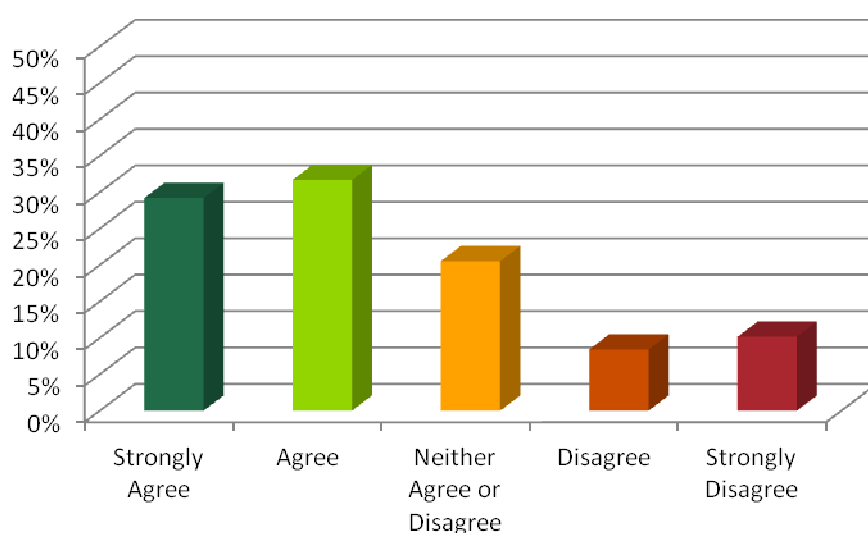
Do you agree or disagree with the Objectives and Strategy as set out in the draft Handforth Town Strategy?



1 Economy

Do you agree or disagree with the Economy Objectives and Strategy as set out in the draft Handforth Town Strategy?

- 91.2% of respondents answered this question
- Strongly Agree (29.2%); Agree (31.7%); Neither Agree or Disagree (20.5%); Disagree (8.4%); Strongly Disagree (10.1%)



Key themes emerging from consultation:

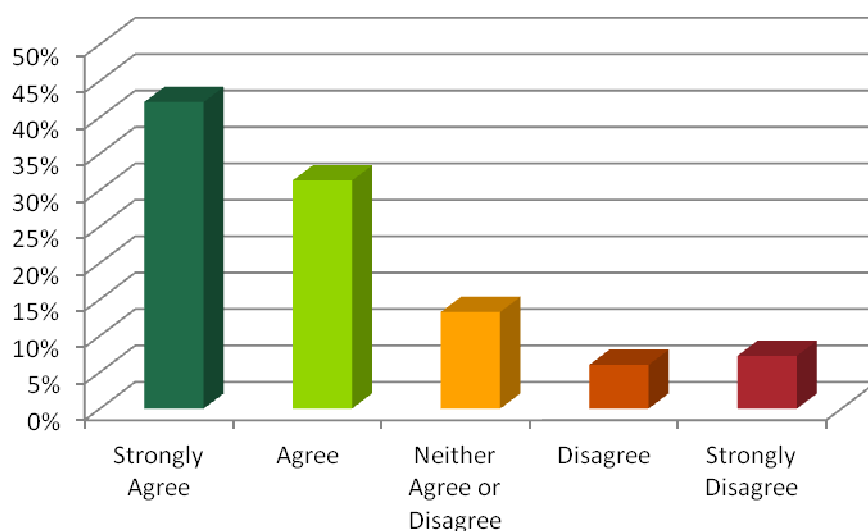
- Many suggestions that there are already large numbers of vacant office, industrial and retail premises in the local area which should be filled before more land is allocated or more premises are built
- Recognise attributes of Handforth's location – good transport links; good access to Manchester; pleasant environment; countryside; proximity to Peak District. The airport link road will increase accessibility
- Some views that employment development is not desirable; concerns over impact on current infrastructure; some preferences expressed for Handforth to serve a dormitory town function only
- Some suggestions that employment land should be used for housing
- Support for provision of employment opportunities for local people; need to encourage employers to employ local residents but also some views that new jobs should be offered only to local people rather than 'outsiders';
- Some support for new small industrial units to support local small businesses
- Some support for recognising the importance of agriculture to the local economy, although other people are of the opinion that it is not that important to the local economy; need recognition of agriculture's wider benefits e.g. protection of countryside; security of food supply; possible contribution to reduction of food miles
- Some support for high-speed broadband
- Concerns over ability to deliver

- Need to consider changing working patterns such as flexible / mobile working and hotdesking
- Potential to further exploit Manchester Airport supply chain?
- Business support for retail
- Need to consider skill sets of Handforth residents when planning for new employment opportunities
- Some suggestions that there are already good job opportunities
- Better public transport to Stanley Green is needed
- Suggestions that business rates and rents are too high

2 District Centre

Do you agree or disagree with the District Centre Objectives and Strategy as set out in the draft Handforth Town Strategy?

- 90.1% of respondents answered this question
- Strongly Agree (42.1%); Agree (31.3%); Neither Agree or Disagree (13.3%); Disagree (6.0%); Strongly Disagree (7.3%)



Key themes emerging from consultation:

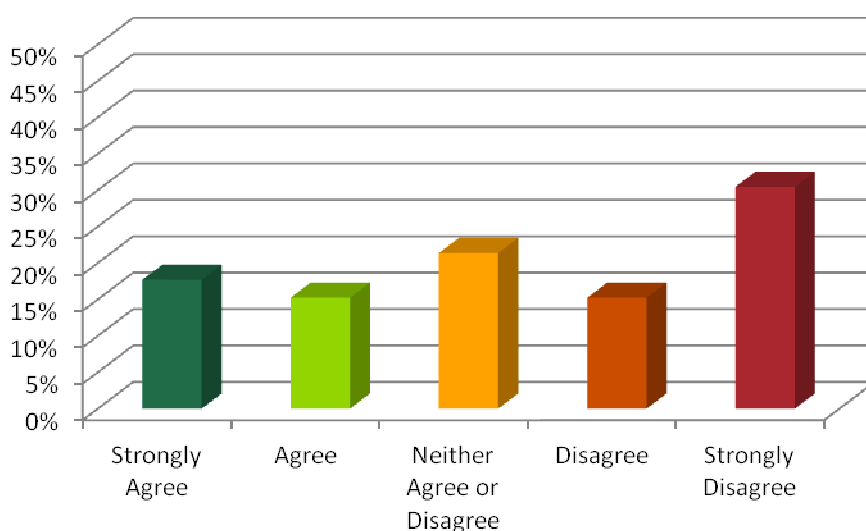
- Support for retention of free parking. Many comments suggesting there is a need for additional parking in the district centre; although some people are of the opinion that there is plentiful parking already available
- Support for programme of events, e.g. Artisan market; also need to better promote Handforth centre
- Very strong support for improving the public realm in the district centre (particularly improving the appearance of The Paddock); some comments that more trees in the centre would improve the appearance and environment
-
- Mixed views on the introduction of a shared street scheme. Some support for improvement to environment, traffic calming and increase pedestrian priority but also opposition (dangerous, don't like Poynton scheme, will make Handforth a ghost town,)
- Need for more 'local shops', e.g. greengrocers, butchers, bakers, fishmongers; strong support for new independent retailers
- General consensus that there is already a proliferation of cafés, restaurants, take-aways etc and more of these types of uses should be resisted
- General maintenance, cleaning, hanging baskets, seating, planters etc should be improved
- Comments that business rates and rents are too high and cause businesses to fail
- Some comments that it is a village centre and should be referred to as such
- Some support for improved links to Meriton Road park; views that the park is currently under-used

- Suggestions that out of town retail including Handforth Dean have damaged trade in the district centre and further out of town schemes should be resisted
- Some suggestions that vacant units should be filled before building more
- Very little comment on street-sign clutter
- Suggestion to increase usage of green area in The Paddock (e.g. childrens play areas) to create more vibrancy and encourage outside seating
- A few suggestions to consolidate the extent of the centre; other suggestions to provide new retail opportunities on the edge of centre (e.g. small supermarket)
- A few comments that anti-social behaviour discourages people to visit Handforth centre
- A few comments that The Paddock green area could be used for parking; other comments that it should be retained, enhanced and used more
- Some opposition to traffic calming as it is not an accident blackspot
- A few comments on the need for public toilets near to The Paddock
- Some suggestions that any efforts to increase trade will only make parking worse

3 Housing

Do you agree or disagree with the Housing Objectives and Strategy as set out in the draft Handforth Town Strategy?

- 91.9% of respondents answered this question
- Strongly Agree (17.7%); Agree (15.2%); Neither Agree or Disagree (21.4%); Disagree (15.2%); Strongly Disagree (30.5%)



Key themes emerging from consultation:

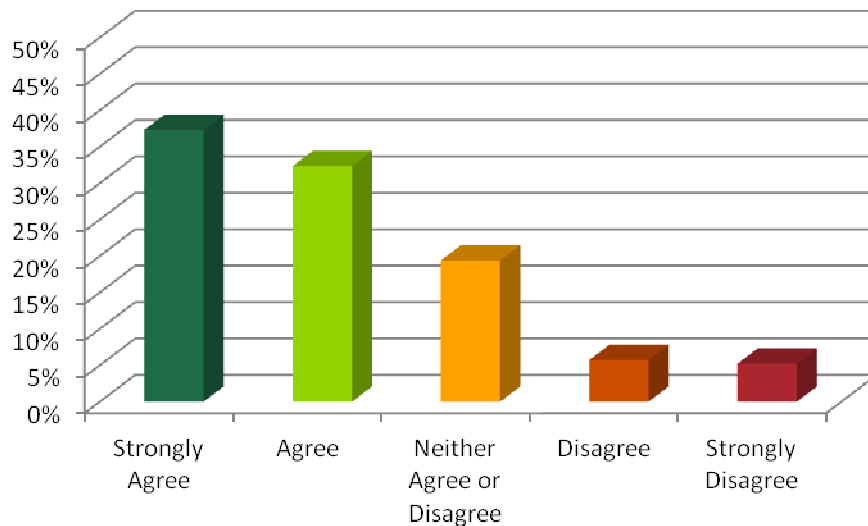
- View that the Green Belt should be protected
- General consensus that development on brownfield sites would be acceptable; some suggestions that there are plenty of brownfield sites
- Opposition to development on greenfield sites
- Numerous comments that new housing should be to meet the local needs of Handforth only rather than to accommodate need from other areas
- Suggestions that Handforth's population will not increase by as much as expected and the need for new housing in Handforth is low; too much new housing is proposed
- A number of comments that other communities across Cheshire East should also take their fair share of new housing
- Some suggestions that Wilmslow's housing requirement is being 'dumped' on Handforth
- Concerns over impacts of new housing on local infrastructure and services, particularly roads, schools and medical facilities
- Support for retaining separation between Handforth and both Wilmslow and the Greater Manchester conurbation
- Mixed views on affordable housing. Some support in this section for limited affordable housing for local needs; other comments that Handforth already has too much social and affordable housing.
- Comments that there are lots of houses for sale in Handforth

- Some suggestions that there is already enough accommodation for older people in Handforth and more is not required; other people think that more elderly persons accommodation would help to free-up larger homes
- Some comments that Council revenues and developer profits are the motivation behind allocating greenfield sites for new housing
- Need to consider what is happening in neighbouring areas and have some 'joined-up' planning
- Some suggestions that empty homes should be filled before building new

4 Community and Services

Do you agree or disagree with the Community and Services Objectives and Strategy as set out in the draft Handforth Town Strategy?

- 90.7% of respondents answered this question
- Strongly Agree (37.3%); Agree (32.3%); Neither Agree or Disagree (19.4%); Disagree (5.7%); Strongly Disagree (5.2%)



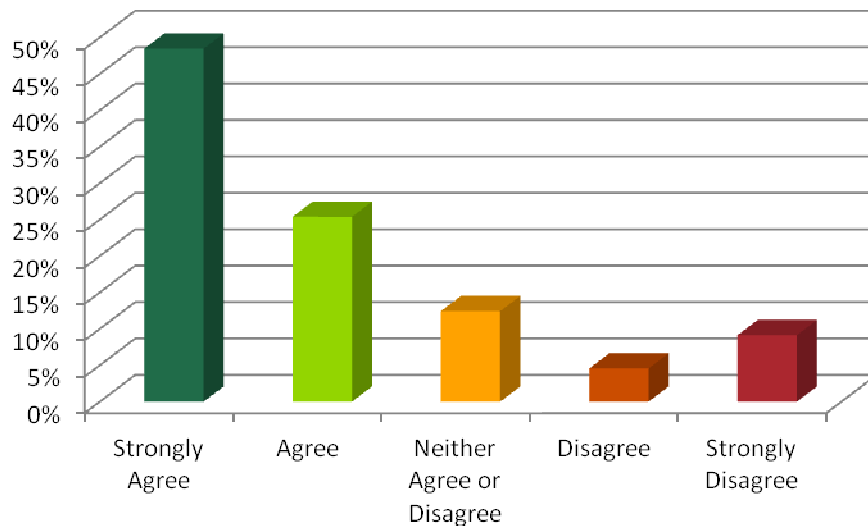
Key themes emerging from consultation:

- Some suggestions that Handforth does not have a good sense of community; others view that one of Handforth's strengths is its good community spirit
- Concerns over future provision of primary and secondary schools places
- Questions over why the Council has sold off primary schools instead of keeping them for the future
- General recognition of importance of youth facilities and support for improving them
- Overall recognition that current services are stretched but adequate; concerns that community facilities and services would be overloaded by new development
- Some support for provision of a new community hall
- Some concern that affordable housing would have a negative impact and increase in anti-social behaviour
- Some concern over the funding of improvements to facilities
- Recognition of the good quality of medical services but support for improvement

5 Environment and Sustainability

Do you agree or disagree with the Environment and Sustainability Objectives and Strategy as set out in the draft Handforth Town Strategy?

- 88.9% of respondents answered this question
- Strongly Agree (48.5%); Agree (25.4%); Neither Agree or Disagree (12.4%); Disagree (4.6%); Strongly Disagree (9.1%)



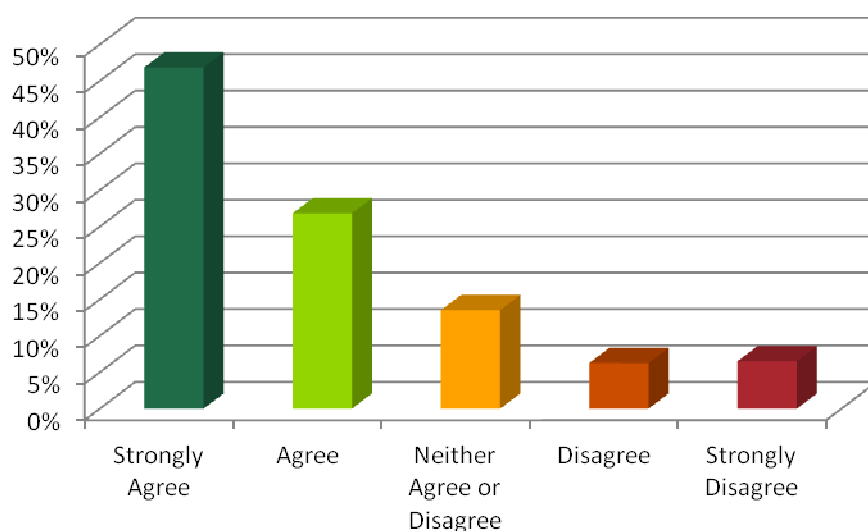
Key themes emerging from consultation:

- Overall support for the aims and objectives, but concerns over compatibility with other aims and objectives (particularly housing)
- Support for the preference for the use of brownfield sites for development
- Protection of green spaces and countryside is very important; strong support for this
- Some questions over the ability to protect open spaces and enhance access to the countryside at the same time as proposing new development on greenfield sites
- Support for protection of Green Belt
- Support for preserving the gap so that Handforth doesn't merge with surrounding settlements
- Support for protection of built environment, especially Handforth Hall; help owners improve listed buildings
- Some comments that small community green spaces are needed; community gardens, orchards, allotments
- Some suggestions that children's play equipment in parks should be improved
- General support for energy efficiency initiatives in new development, but also comments that we need to consider existing buildings too; other people view that energy efficiency can bring additional problems
- Trees are important
- Some concerns over potential future flood events

6 Transport and Connectivity

Do you agree or disagree with the Transport and Connectivity Objectives and Strategy as set out in the draft Handforth Town Strategy?

- 90.1% of respondents answered this question
- Strongly Agree (46.9%); Agree (26.8%); Neither Agree or Disagree (13.5%); Disagree (6.3%); Strongly Disagree (6.5%)



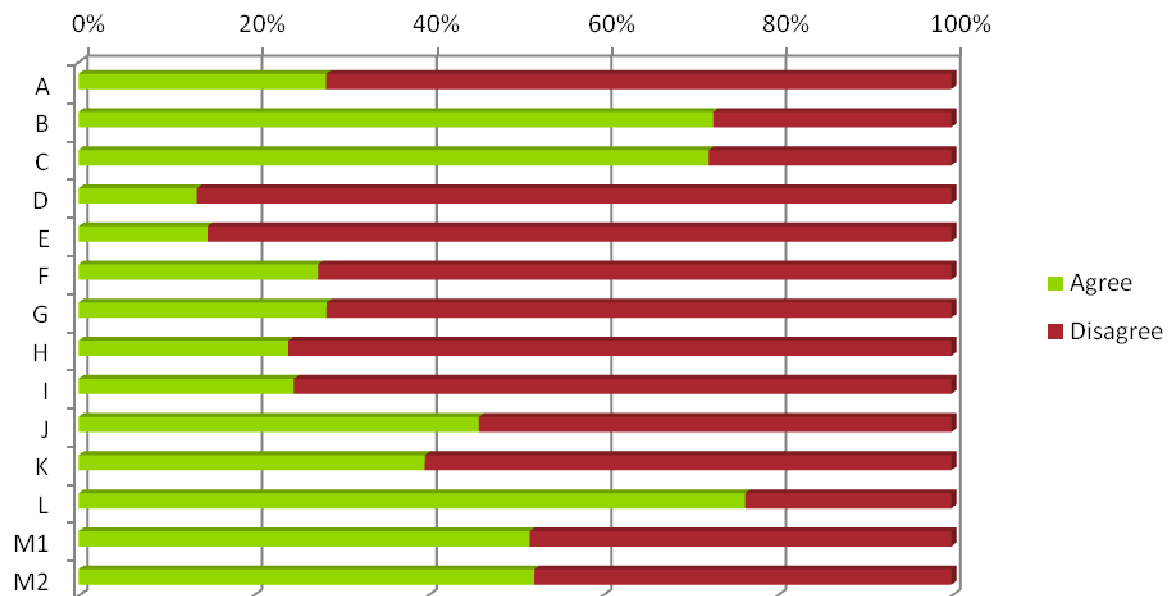
Key themes emerging from consultation:

- Overall support for the transport aims and objectives
- Very strong support for providing disabled access at Handforth station
- Strong support for providing parking and drop-off facilities at Handforth station; however there is also limited opposition to providing parking at the station on the grounds that local people should walk to the station and parking would encourage short car journeys
- Support for direct public transport to the airport
- Mixed views on reducing traffic speeds; some support on safety and environmental grounds, but other views that it is not necessary (and some opposition to speed humps)
- Suggestions that the station would benefit from an information display (i.e. next trains)
- Support for retaining free parking in the district centre
- Mixed views on the level of provision of parking in the district centre; some claim that more parking is needed; others think that improved public transport, walking and cycling options would reduce the need for parking
- Mixed views on completion of the A555 airport link road; some question the need - it would be in the Green Belt, destroy environment and cause more traffic / congestion / pollution. Other suggestions that it would improve accessibility and reduce journey times / congestion
- Suggestions that the bus service to Manchester is not adequate (particularly at weekends and evenings)
- Support for improvements to footpaths, cycleways and cycle parking stands
- A few suggestions that Manchester's Metrolink should be extended to Handforth

- Need better integration between bus and train links; also between local and express trains (e.g. to change at Wilmslow for a London train involves a long wait); increased frequency of trains and buses
- A few comments that encouraging cycling increases congestion as cyclists hold up other traffic.

Q3 Potential Development Options

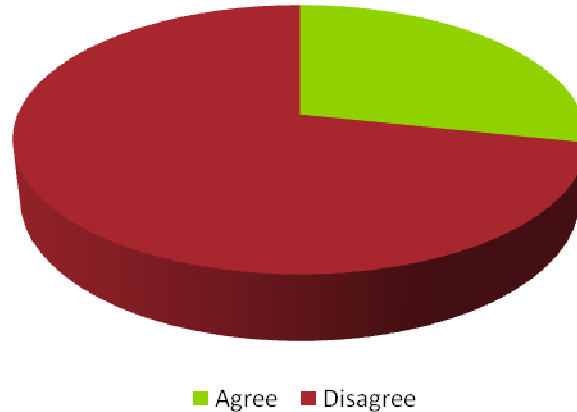
Do you agree or disagree with the potential areas for future development in the draft Handforth Town Strategy?



Site A

Do you agree or disagree with site A as a potential area for future development (suggested use: residential)

- 89.2% of respondents answered this question
- Agree (28.4%); Disagree (71.6%)



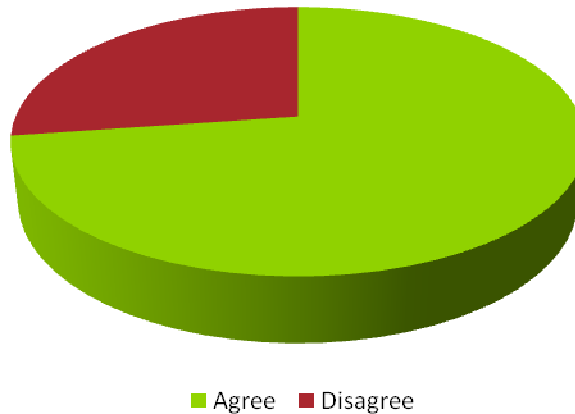
Key themes emerging from consultation:

- Development here would have less visual impact than some of the other options
- This site is outside of the Green Belt
- Infill between existing development and bypass
- Sustainable – close to station and district centre; conversely some view that it has poor access to facilities
- Limited support for a smaller number of new houses
- Opposition to any vehicular link between Hall Road and the site – it is narrow and congested
- Some opposition to proposals for care village (current application on northern end of site)
- Need to preserve buffer between retail park
- Development here would affect the setting of Handforth Hall
- Greenfield site
- Working agricultural land
- Woodland
- Local school is at full capacity
- Area popular with walkers
- Should be designated as Green Belt
- Important for wildlife
- Potential flooding issues
- Buffer zone between existing development and bypass
- One of the last open areas of Handforth
- Distance from district centre – sustainability issues?
- Potential adverse impacts on local services
- Claims that the site contains protected Great Crested Newts

Site B

Do you agree or disagree with site B as a potential area for future development (suggested use: employment)

- 86.9% of respondents answered this question
- Agree (72.7%); Disagree (27.3%)



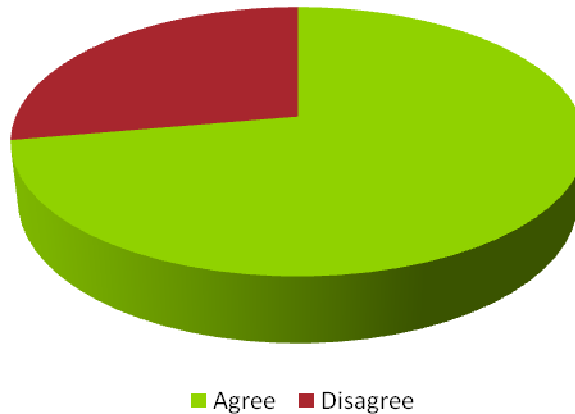
Key themes emerging from consultation:

- General support for some form of development
- Brownfield site; development would have little impact on surroundings; wasteland at present
- Very mixed views on the best use of the site:
- Suggestions that there are lots of empty commercial premises in Handforth and the site could instead be suitable for residential; would prevent Green Belt being developed for housing
- Other people view that it is important to develop employment generating uses on this site; it is in an industrial area with good links; lack of other suitable employment sites locally
- Other suggestions that Handforth lacks leisure uses and these could be accommodated here
- Also some suggestions that further retail units would be suitable; although other comments suggesting retail would not be appropriate given its potential impact on Handforth district centre

Site C

Do you agree or disagree with site C as a potential area for future development (suggested use: employment)

- 86.9% of respondents answered this question
- Agree (72.2%); Disagree (27.8%)



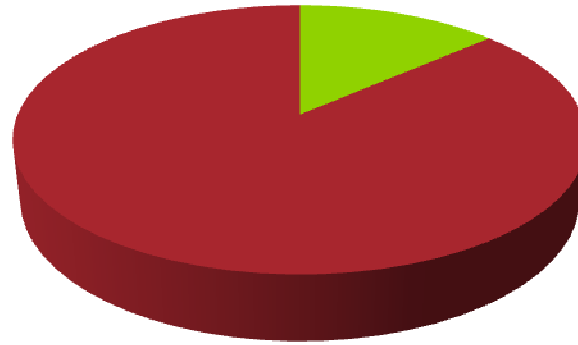
Key themes emerging from consultation:

- General support for some form of development; but also some views that the area should remain as open space
- Brownfield site; existing infrastructure in place; low impact on surroundings
- Proximity to watercourse needs to be considered
- Close to a school and Handforth Hall
- Loss of woodland area
- Concerns over potential to increase traffic congestion
- Mixed views on best use for the site:
- Suggestions that there are lots of empty commercial premises in Handforth and the site could instead be suitable for residential; would prevent Green Belt being developed for housing
- Other views that it should be developed for employment uses as it is in a commercial area;
- Some suggestions that a recycling centre would be the best use;
- Other views that retail could be appropriate
- A question whether the site will be available for development before 2030?

Site D

Do you agree or disagree with site D as a potential area for future development (suggested use: residential)

- 88.3% of respondents answered this question
- Agree (13.6%); Disagree (86.4%)



■ Agree ■ Disagree

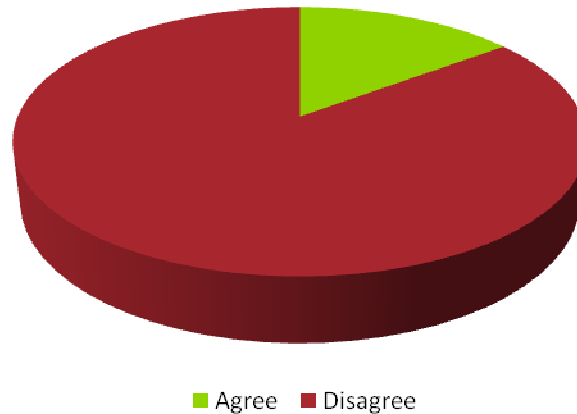
Key themes emerging from consultation:

- Green Belt should be protected
- Green fields
- Visually attractive area; landscape character
- Close to district centre; would support local shops
- In agricultural use
- Access would be difficult; would increase congestion
- Popular area for walking and recreation
- Important for wildlife
- Development would reduce access to the countryside; would break green link between Meriton Road park and open countryside
- Maintenance of gap between Handforth and Styal / Heald Green / Airport

Site E

Do you agree or disagree with site E as a potential area for future development (suggested use: residential)

- 88.5% of respondents answered this question
- Agree (14.8%); Disagree (85.2%)



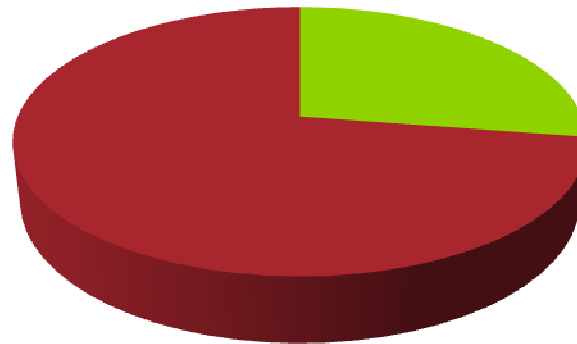
Key themes emerging from consultation:

- Green Belt should be protected
- Area prone to flooding
- Steeply sloping; not suitable for development
- Adjacent to Site of Biological Importance; important for wildlife
- Pleasant area for walks and recreation
- Keeps Handforth separate from Wilmslow
- Agricultural land
- Poor access
- Views

Site F

Do you agree or disagree with site F as a potential area for future development (suggested use: residential)

- 88.0% of respondents answered this question
- Agree (27.4%); Disagree (72.6%)



■ Agree ■ Disagree

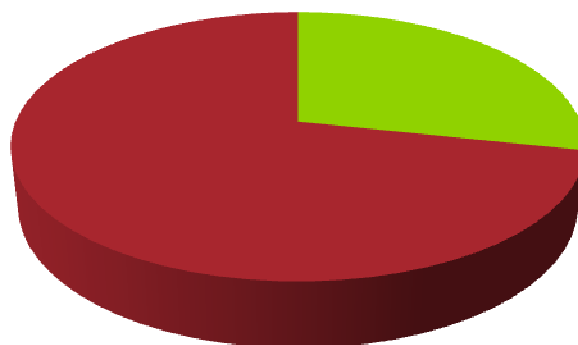
Key themes emerging from consultation:

- Green Belt should be protected
- Impact on adjacent ancient woodland
- Impact on adjacent Site of Biological Importance; importance for wildlife
- Increase in traffic on Hall Road
- Some limited support given that it is fairly self contained and small in size
- Area popular for walking and recreation
- Noise pollution from A34

Site G

Do you agree or disagree with site G as a potential area for future development (suggested use: residential)

- 87.4% of respondents answered this question
- Agree (28.4%); Disagree (71.6%)



■ Agree ■ Disagree

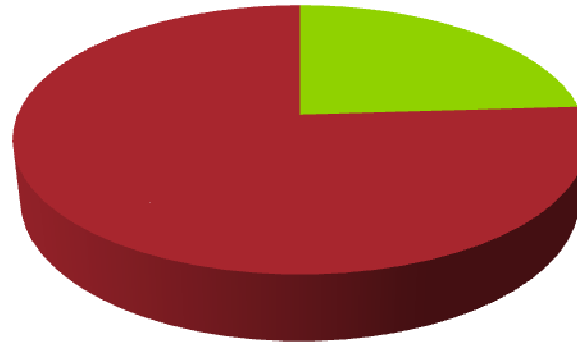
Key themes emerging from consultation:

- Green Belt should be protected
- Proximity of houses to new road – noise pollution
- Access would be difficult
- Important to maintain gap between Handforth and Heald Green
- Some limited support given the site's small size and location between existing development and the proposed A555 road; minimal impact on Green Belt
- Popular area for walking and recreation
- Agricultural land

Site H

Do you agree or disagree with site H as a potential area for future development (suggested use: residential)

- 88.3% of respondents answered this question
- Agree (24.0%); Disagree (76.0%)



■ Agree ■ Disagree

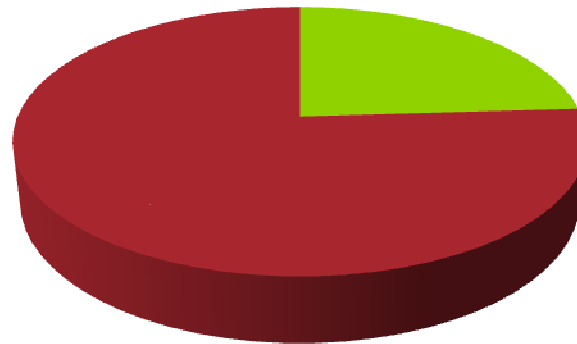
Key themes emerging from consultation:

- Protect Green Belt
- Difficult access; traffic congestion
- Suggestion that part of the land could be used by Styal Golf club to replace holes lost to the new road
- Some suggestions that development here would have less impact than the other sites identified
- Closing of gap between Handforth and Heald Green
- Provides good access to the countryside
- Distant from services and public transport
- Noise pollution from road
- Landscape importance
- Agricultural land
- Impact on 'The Grange'
- Limited support for a smaller area of development / lower number of houses
- Parts of site in Styal Parish

Site I

Do you agree or disagree with site I as a potential area for future development (suggested use: residential)

- 86.0% of respondents answered this question
- Agree (24.7%); Disagree (75.3%)



■ Agree ■ Disagree

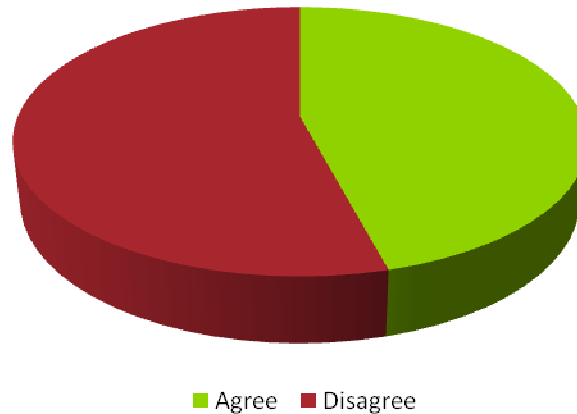
Key themes emerging from consultation:

- Green Belt should be protected
- Loss of playing fields; important recreation area for densely populated estate
- Difficult access
- Popular area for walking
- Gap between Handforth and Heald Green
- Some (limited) views that this would be a good place for a small affordable housing scheme

Site J

Do you agree or disagree with site J as a potential area for future development (suggested use: residential)

- 84.7% of respondents answered this question
- Agree (45.9%); Disagree (54.1%)



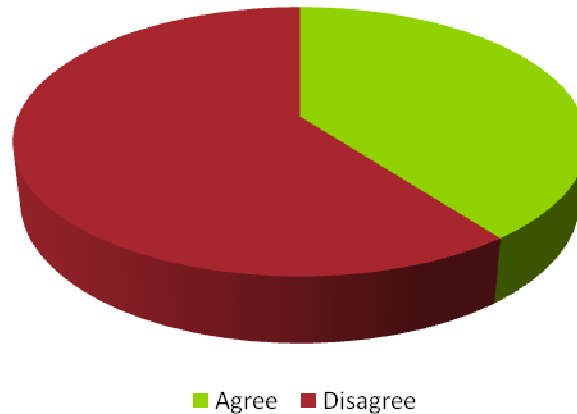
Key themes emerging from consultation:

- Some views that the site is Green Belt and should be protected
- Others accept that it could be developed as it is a brownfield site
- Need to protect adjacent woodland and site of biological importance from impacts
- Difficult access; narrow and congested
- Popular for walking and recreation
- Need to consider impacts on Dobbin Brook and River Dean
- Potential flooding issues
- Important for birds and wildlife
- Unlikely to be many impacts on existing dwellings
- Narrowing of gap between Handforth and Wilmslow

Site K

Do you agree or disagree with site K as a potential area for future development (suggested use: residential)

- 86.5% of respondents answered this question
- Agree (39.7%); Disagree (60.3%)



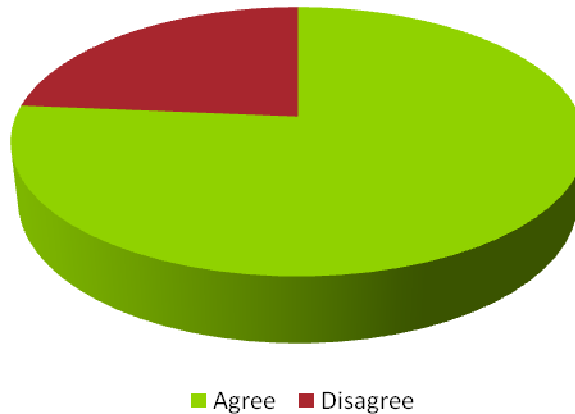
Key themes emerging from consultation:

- Green Belt should be protected
- Closing of the gap between Handforth and Heald Green; ribbon development
- Would not have too much effect on local residents
- Residents here would use the facilities in Heald Green and not benefit Handforth
- Traffic and congestion issues
- Some views that it is not as important to protect this area as others
- Detached from Handforth

Site L

Do you agree or disagree with site L as a potential area for future development (suggested uses: residential / car parking / allotments)

- 86.9% of respondents answered this question
- Agree (76.4%); Disagree (23.6%)



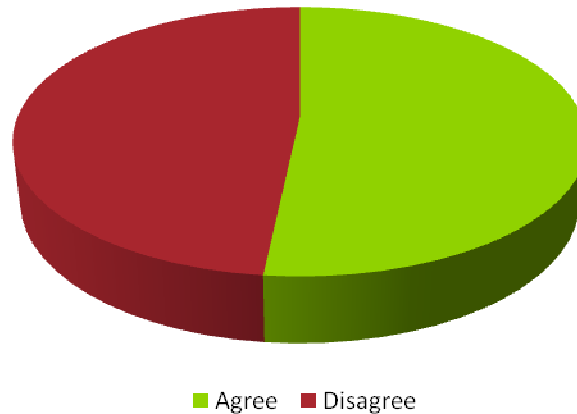
Key themes emerging from consultation:

- General consensus that the site could be used for something
- Many people agreed that it would be a good place for parking for Handforth Station; although some question the need for a car park
- Strong support for allotments
- Less agreement that it would be suitable for housing; although a number of people agreed that housing would be an acceptable part of the mix
- Access difficulties
- Some suggestions that the site could be used as a proper open space / park
- Suggestion that a small green housing scheme could combine with community / allotment use

Site M1

Do you agree or disagree with site M1 as a potential area for future development (suggested uses: mixed use)

- 86.9% of respondents answered this question
- Agree (51.7%); Disagree (48.3%)



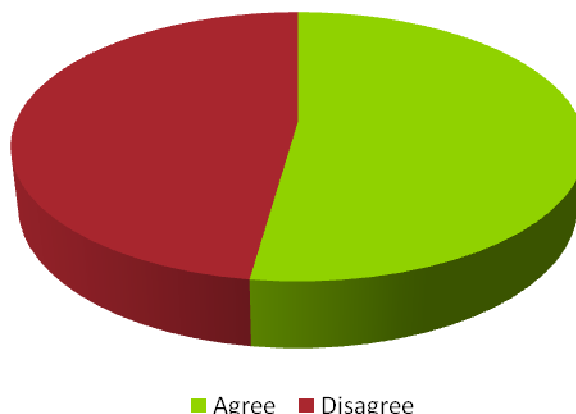
Key themes emerging from consultation:

- Mixed views on the suitability of this site for future development
- Recurring view that Green Belt should be protected
- However, there are also many people of the view that development here could be acceptable as it would have less impact on Handforth residents
- Part of M1 is brownfield land; used as MOD storage depot
- Sustainability issues – distance from public transport links
- Area is very important for wildlife; parts of the site contain mitigation measures from the bypass construction, e.g. wildlife ponds
- Traffic congestion on the A34
- Development here would not benefit Handforth and would not help sustain its services; distance and physical barriers mean it would be a separate settlement
- Development could be made sustainable by provision of services and facilities
- Concerns over impacts on infrastructure
- Some views that if development has to take place then this would be preferable to sites adjacent to Handforth
- Suggestions that development here would be a money raising exercise
- Area extensively used for walking and recreation
- Concerns that Handforth would be meeting the needs of other areas in addition to its own
- Views that any monies raised from development here should benefit Handforth
- Concerns over availability of school places
- Close to very large development at Woodford Aerodrome
- Separation of Handforth / Wilmslow / Cheadle Hulme / Bramhall / Woodford
- Provides access to the countryside
- If developed, other sites adjacent to Handforth should be protected

Site M2

Do you agree or disagree with site M2 as a potential area for future development (suggested use: safeguarded for future use beyond 2030)

- 86.0% of respondents answered this question
- Agree (52.2%); Disagree (47.8%)



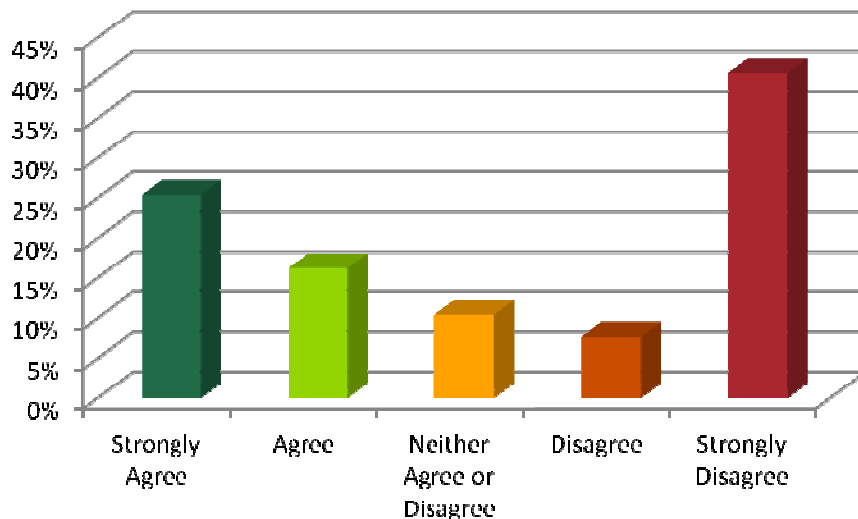
Key themes emerging from consultation:

- Mixed views on the suitability of this site for safeguarding for future development beyond 2030
- Recurring view that Green Belt should be protected
- Other views that development here could be acceptable as it would have less impact on Handforth residents
- Important site for wildlife
- Some views that if M1 was developed it would be important for M2 to remain as open space
- Sustainability issues – distance from public transport links
- Traffic congestion on the A34
- Development here would not benefit Handforth and would not help sustain its services; distance and physical barriers mean it would be a separate settlement
- Development could be made sustainable by provision of services and facilities
- Concerns over impacts on infrastructure
- Some views that if development has to take place then this would be preferable to sites adjacent to Handforth
- Suggestions that development here would be a money raising exercise
- Area extensively used for walking and recreation
- Concerns that Handforth would be meeting the needs of other areas in addition to its own
- Views that any monies raised from development here should benefit Handforth
- Concerns over availability of school places
- Close to very large development at Woodford Aerodrome
- Separation of Handforth / Wilmslow / Cheadle Hulme / Bramhall / Woodford
- Provides access to the countryside
- If developed, other sites adjacent to Handforth should be protected

Q4 Alternative Development Option

Do you agree or disagree with the alternative development option of creating a new sustainable community to the east of Handforth Bypass?

- 89.2% of respondents answered this question
- Strongly Agree (25.3%); Agree (16.2%); Neither Agree or Disagree (10.4%); Disagree (7.6%); Strongly Disagree (40.5%)



Key themes emerging from consultation:

- Mixed views
- Parts of the area are considered brownfield (MOD storage) and could be contaminated
- Sustainability issues – lack of public transport
- Extensively used for walking, leisure, recreation
- Important area for flora and fauna
- Green Belt land should be protected
- Concerns that Handforth would be meeting the needs of other areas in addition to its own; suggestions that other areas' 'quotas' are being dumped on Handforth
- Important to include a good mix of housing types and new facilities and services
- Concerns over increase congestion on the A34
- Views that any monies raised through capital receipts or CIL should only be spent in Handforth
- Views that development here would be separate and of no benefit to Handforth
- Other views that it would be acceptable if other areas around Handforth remained protected from development
- Very close to large new development at Woodford
- Would close gap between Handforth and Cheadle Hulme / Bramhall / Woodford / Stockport / Manchester
- Access issues

- Concerns over funding of new facilities required to support a new community – schools, doctors, dentist, libraries, community facilities etc
- Creation of urban sprawl
- Could undermine the desirability of Handforth
- New community would be separate and isolated
- Some comments that not enough information is provided on the proposals

Q5 Other Sites

Are there any other sites that you would like to consider for potential development?

Sites suggested (in addition to those already considered through the consultation):

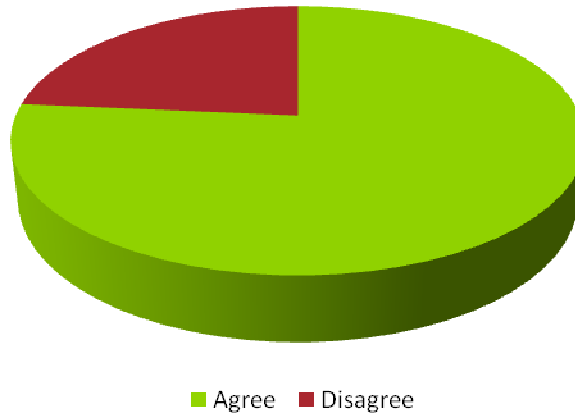
- Land between Coppice Way, St. Benedict's School and Handforth Hall (housing or employment)
- Cypress House, South Acre Drive (housing)
- Disused plots within Stanley Green Industrial Estate (housing)
- Land adjacent to Oakmere, Spath Lane (housing)
- Manchester Rugby Club, Grove Lane (housing)
- Vacant medical centre, Manchester Road (housing)
- Conversion of space above current district centre retail units (mixed use)
- Land north of proposed A555, east of Wilmslow Road and south of Bolshaw Road (housing)
- Park next to Porsche garage, Wilmslow Road (housing or employment)
- Total Fitness site (mixed use)
- Former council offices, Manchester Road (mixed use)
- Civic Centre (mixed use)
- Peacock Farm, Wilmslow Road (housing)
- Wilmslow Road frontage near Spath Lane (community centre)
- Sites elsewhere in Cheshire East
- No sites in Handforth

Q6 Handforth District Centre

District centre boundary extension along Station Road

Do you agree with the potential district centre boundary extension along Station Road?

- 87.1% of respondents answered this question
- Agree (76.4%); Disagree (23.6%)



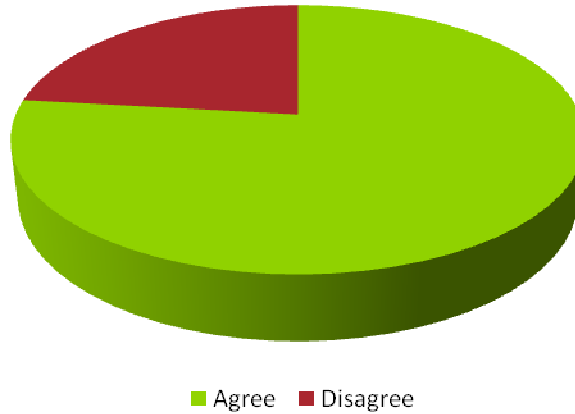
Key themes emerging from consultation:

- Some questions over the purpose of changing the district centre boundary
- Suggestion that centre has significant vacancies and should not be expended
- Other views that it would be logical to bring the station and parking into the centre

District centre boundary extension at Meriton Road Park entrance

Do you agree with the potential district centre boundary extension at Meriton Road Park entrance?

- 83.7% of respondents answered this question
- Agree (76.8%); Disagree (23.2%)



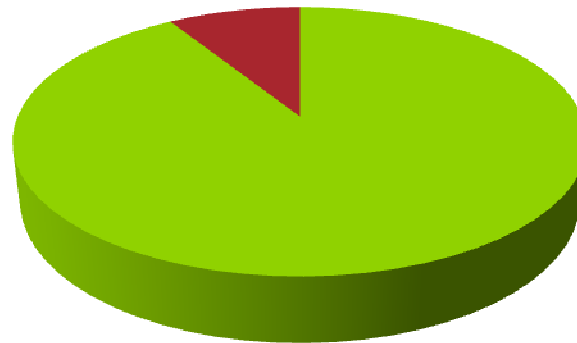
Key themes emerging from consultation:

- Some questions over the purpose of changing the district centre boundary
- Some support for improving access into the Paddock from Meriton Road
- Some support for improving links between centre and the park; others view that it is not an issue
- Concerns that it may lead to more parking and anti-social behaviour in Meriton Road

District centre shopping character area

Do you agree with the district centre shopping character area identified?

- 86.0% of respondents answered this question
- Agree (91.1%); Disagree (8.9%)



■ Agree ■ Disagree

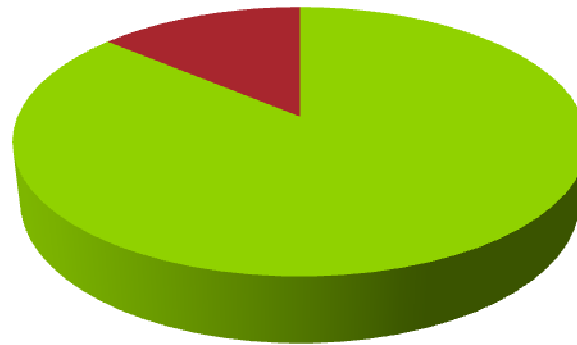
Key themes emerging from consultation:

- High rate of vacant shops at present
- Environmental improvements required
- Use of upper floors to be encouraged
- The real problem is out of town shopping centres
- Support for more independent retailers but not for more cafés, takeaways etc

District centre mixed use character area

Do you agree with the district centre mixed use character area identified?

- 83.3% of respondents answered this question
- Agree (86.2%); Disagree (13.8%)



■ Agree ■ Disagree

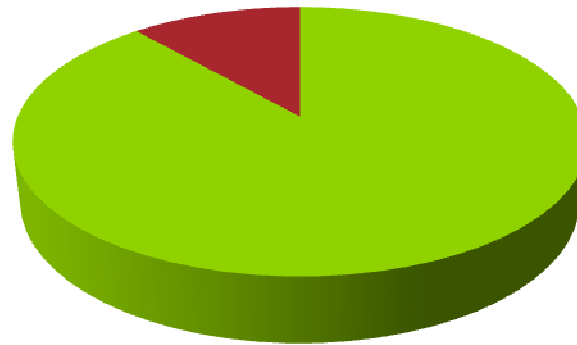
Key themes emerging from consultation:

- Some questions over the purpose of designating character areas
- Few comments overall

District centre community uses character area

Do you agree with the district centre community uses character area identified?

- 84.4% of respondents answered this question
- Agree (88.5%); Disagree (11.5%)



■ Agree ■ Disagree

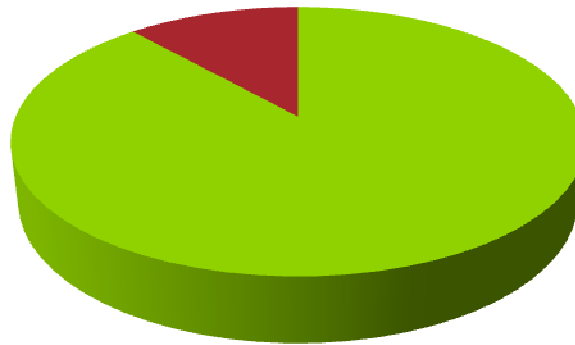
Key themes emerging from consultation:

- Some questions over the purpose of designating character areas
- Areas behind the health centre and library are car parks
- Community uses should be retained and protected

District centre open spaces character area

Do you agree with the district centre open spaces character area identified?

- 85.6% of respondents answered this question
- Agree (88.4%); Disagree (11.5%)



■ Agree ■ Disagree

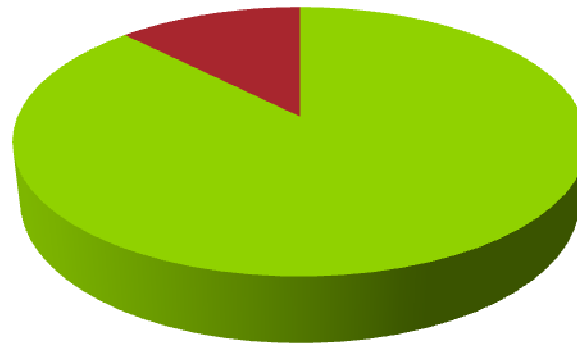
Key themes emerging from consultation:

- There is also green space around the library and health centre
- Open spaces should be retained and protected
- More open space is needed
- Questions over whether St. Chad's Church graveyard should be classed as open space
- Comments that the central green area of The Paddock is not well used; some comments that it would be better used for car parking; other comments that it should be improved so that it is used more; suggestion to use as a market square; additional of children's playground

District centre car parking character area

Do you agree with the district centre car parking character area identified?

- 85.6% of respondents answered this question
- Agree (87.6%); Disagree (12.4%)



■ Agree ■ Disagree

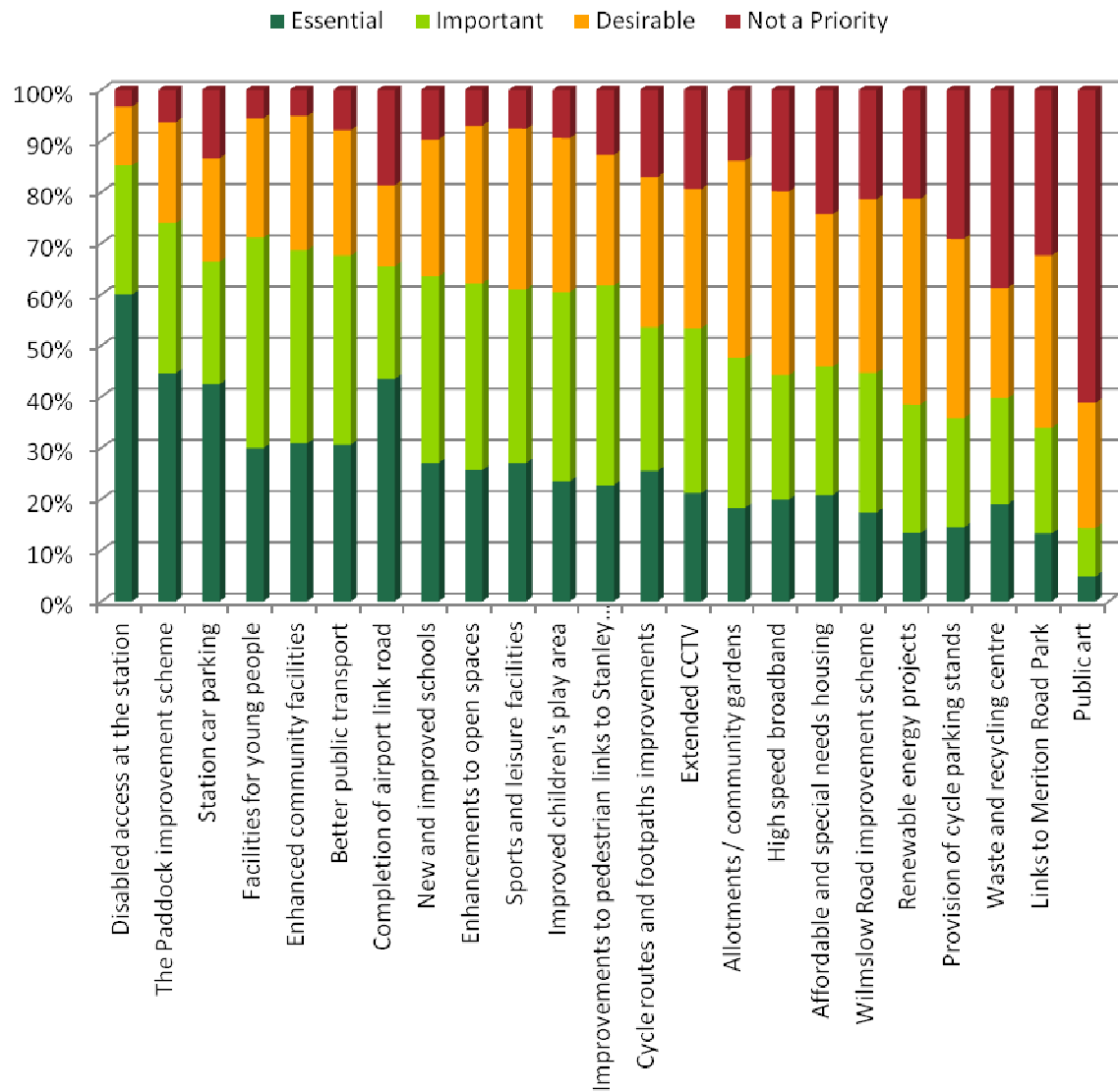
Key themes emerging from consultation:

- Support for maintaining free car parking
- Mixed views on amount of parking available – some comments that there is insufficient parking but other comments that there is plentiful parking available
- The areas behind the health centre and library are also car parks
- The Paddock rear parking area is unwelcoming

Q7 Infrastructure Priorities

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

	Essential	Important	Desirable	Not a Priority
Completion of airport link road	43.5%	22.0%	15.9%	18.7%
The Paddock improvement scheme	44.6%	29.4%	19.7%	6.3%
Station car parking	42.4%	24.0%	20.2%	13.4%
Disabled access at the station	59.9%	25.3%	11.5%	3.3%
Affordable and special needs housing	20.8%	25.1%	29.7%	24.4%
Better public transport	30.6%	37.0%	24.6%	7.8%
New and improved schools	27.0%	36.5%	26.8%	9.7%
Improvements to Stanley Green pedestrian links	22.7%	39.0%	25.5%	12.8%
Improved children's play area	23.5%	37.0%	30.1%	9.4%
Wilmslow Road improvement scheme	17.4%	27.3%	34.0%	21.4%
Facilities for young people	29.9%	41.1%	23.4%	5.6%
Enhanced community facilities	30.9%	37.8%	26.3%	5.1%
High speed broadband	19.9%	24.3%	35.9%	19.9%
Allotments / community gardens	18.3%	29.3%	38.6%	13.9%
Links to Meriton Road Park	13.3%	20.7%	33.7%	32.4%
Cycle routes and footpaths improvements	25.5%	28.1%	29.3%	17.1%
Provision of cycle parking stands	14.4%	21.4%	35.1%	29.1%
Enhancements to open spaces	25.6%	36.5%	30.8%	7.0%
Renewable energy projects	13.3%	25.1%	40.3%	21.3%
Sports and leisure facilities	27.0%	33.9%	31.4%	7.7%
Extended CCTV	21.2%	32.2%	27.2%	19.4%
Public art	4.8%	9.4%	24.5%	61.2%
Waste and recycling centre	19.0%	20.8%	21.5%	38.7%



Q8 Other Infrastructure Priorities

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

- 57.3% of respondents answered this question
- Yes (35.4%); No (64.4%)



Key themes emerging from consultation:

- Better cycling and pedestrian routes within Handforth and to other areas (Airport, Stockport, Wilmslow town centre, Styal)
- More district centre events; regular market
- Community facilities to serve increased number of residents
- More pedestrian crossings (e.g. Station Road / Wilmslow Road to make access between the centre / station easier)
- Shop frontages improvements
- More litter bins / dog bins
- Repair potholes; road and pavement maintenance
- Taxi stand at station
- Cinema / leisure complex
- More seating areas
- Country park
- Road safety scheme outside the station
- Green Infrastructure
- Electric vehicle charging points
- Public Hall / community centre
- Improved bus services
- General maintenance / upkeep / planting / cleaning

Q9 Additional Comments

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

Key themes emerging from consultation (not made elsewhere):

- Map showing development areas not clear
- Need a robust and up to date Needs Assessment for open space, sport and recreation facilities
- The document is well written and clearly presented
- Development of brownfield sites is supported but concern over development of greenfield sites or Green Belt areas
- Ease planning rules to allow extensions to existing properties allowing people to remain in their own home
- Increased police presence
- Questionnaire is complicated
- Document and questionnaire should have been delivered to every Handforth resident
- There was not enough time given to respond to the consultation
- Perceptions that other areas' 'quotas' are being forced onto Handforth
- More recognition to the importance of river corridors
- Need to properly assess traffic impacts
- Need a strategic review of Green Belt before proposing sites
- Dairy House Farm (listed building) is in disrepair and needs addressing
- Suggestion for new tower block to meet housing needs
- Return to weekly rubbish collection
- Handforth is a village not a town
- Some disagreement with the need for up to 600 new houses by 2030
- Significant growth already accommodated over past 50 years
- Development at Woodford needs to be taken into account
- Consultation not publicised well-enough
- Need to make more effort to find brownfield sites
- Document is too complicated
- Need more recognition of Handforth's history and culture
- Drainage is an issue
- Need to consider climate change, flood risk, capacity of water supply and wastewater systems
- Sites need to be assessed for impact on heritage assets
- Need a brownfield land target
- More development will cause traffic congestion on B5358
- District centre needs more co-ordinated feel: shop frontages, street furniture
- Economic growth is not compatible with a low carbon future

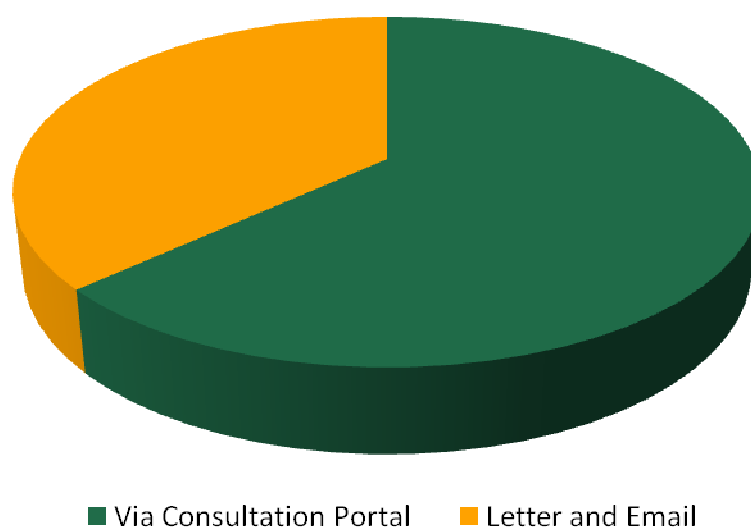
This page is intentionally left blank

Draft Knutsford Town Strategy: Summary Report of Consultation

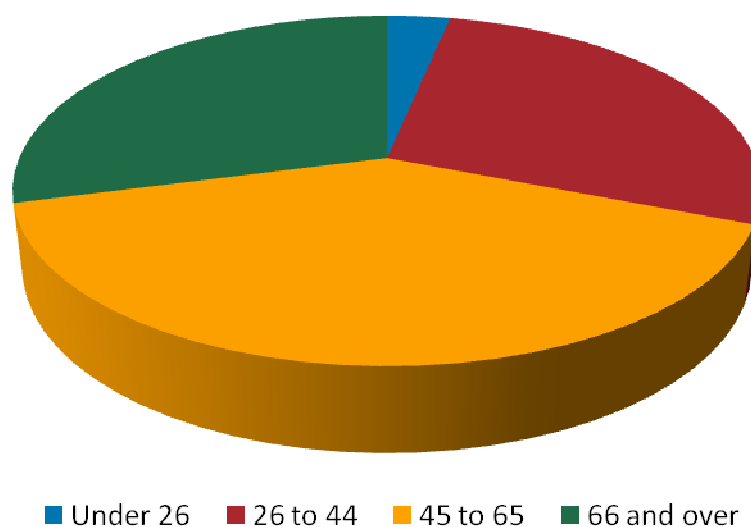
Overall Response

A total of **462** representations were received on the draft Knutsford Town Strategy

63% of these were submitted online via the consultation portal; 37% were questionnaires, letters and emails.



80% of the people who took part in the consultation provided information about their age. 3% of the people who provided their age were under the age of 26; 28% were aged 26 to 44; 40% were aged 45 to 65 and 29% were aged 66 and over.



There was one petition submitted to the draft Town Strategy consultation.

Draft Knutsford Town Strategy – Site K Petition (signed by 461 people)

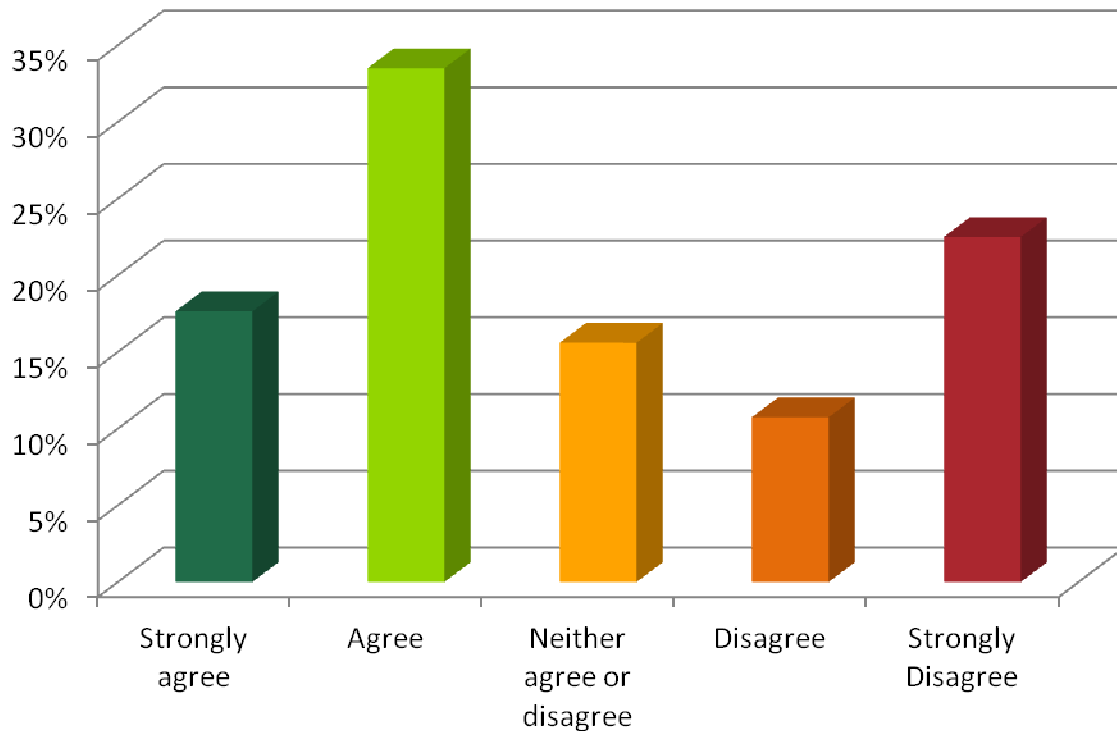
A petition containing 489 signatories objecting to the inclusion of the site as a preferred option has been submitted.

The petition is against the development of Site K as this land contains Springwood, which is listed as Ancient Woodland, of which there is only 2% left in the entire UK. The area contains an abundance of beautiful wildlife and plant species. The signatories were concerned not only for the woodland, but also, with regards to amenities, school places, doctor's surgeries and dentists, which are already in short supply and the additional traffic congestion to our town.

Q1 Vision

Do you agree or disagree with the Vision as set out in the draft Knutsford Town Strategy?

- 85% of respondents answered this question
- Strongly Agree (18%); Agree (34%); Neither Agree or Disagree (16%); Disagree (11%); Strongly Disagree (23%)



Key themes emerging from consultation:

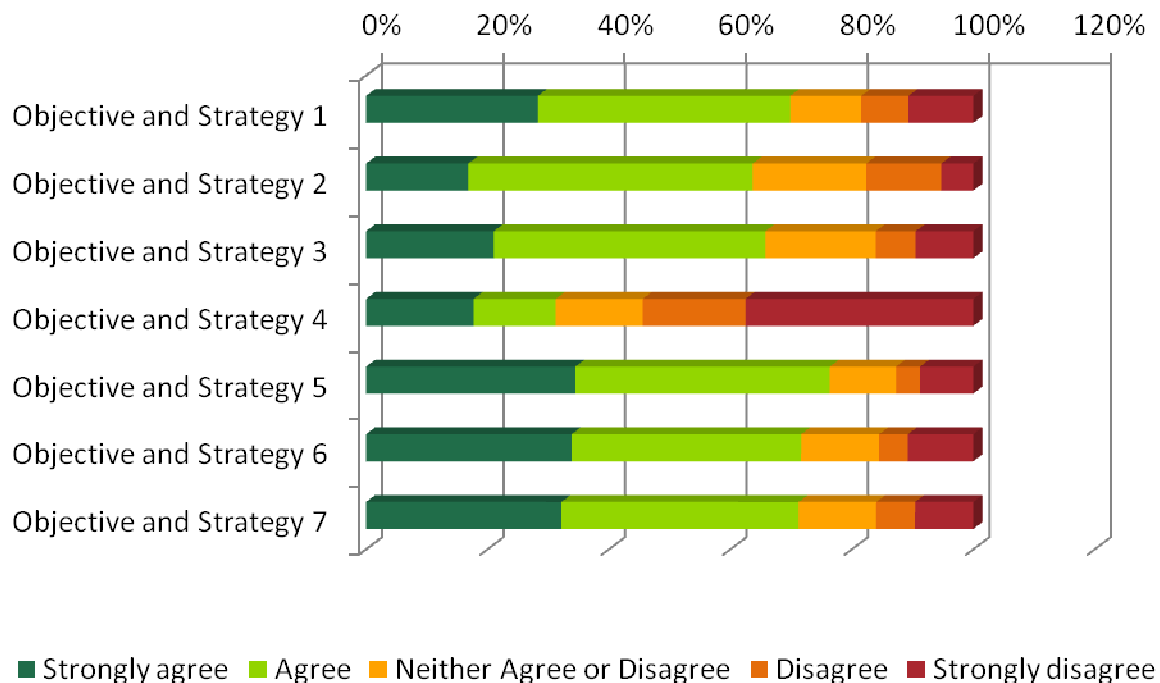
- Protecting Knutsford's unique heritage and distinct identity is important
- The "vision" is what we already have but without the expansion
- The deliverance plan will not create the vision you have stated. The plans will alter Knutsford in ways that the town will not recover from
- Totally generic vision. Doesn't really help in the difficult decisions about how to balancing impacts/ necessary infrastructure provision associated with new development and maintaining character and accessibility of the town. It needs to be more prescriptive.
- Some firmer details would help e.g. is the population of Knutsford envisaged to grow, and if so by how much (5%, 10%, 20%) and why? Is Knutsford aiming to foster more of its own industry, or focus on leisure, or be increasingly just a commuter town for Manchester. I.e. What assumptions have been made in the vision?
- Cheshire East Borough states that population increase will be 4.6% during the period, so why does Knutsford have to expand by 21%?
- Tatton must be protected as a key asset
- Realising this vision is hampered by lack of public land for community facilities

- The impact of Manchester Airport (positive and negative) needs to be included in the vision
- Attracting visitors should be secondary to satisfying local needs
- Disagreement by many about the invasion into the Green Belt
- Expansion of the town would change the character of the area
- Sort out the current transport congestions and maintain the infrastructure
- Contradictory objectives regarding housing increases and protection of local character
- The vision is not sustainable and is not supported by evidence
- Too much motherhood and apple pie and not enough detail about infrastructure development
- Do not build on current sports fields
- Developing closer ties between Tatton Park and the town should be an objective not a vision
- No provision made for development and performance of the arts particularly music of all types.
- No consideration of the adverse effect housing development will have on the destruction wild life habitats.
- Includes access to open space, easy access to open countryside but there is nothing in the Vision about environmental quality or biodiversity.

Q2 Objectives and Strategy

Do you agree or disagree with the Objectives and Strategy as set out in the draft Knutsford Town Strategy?

Overall response:

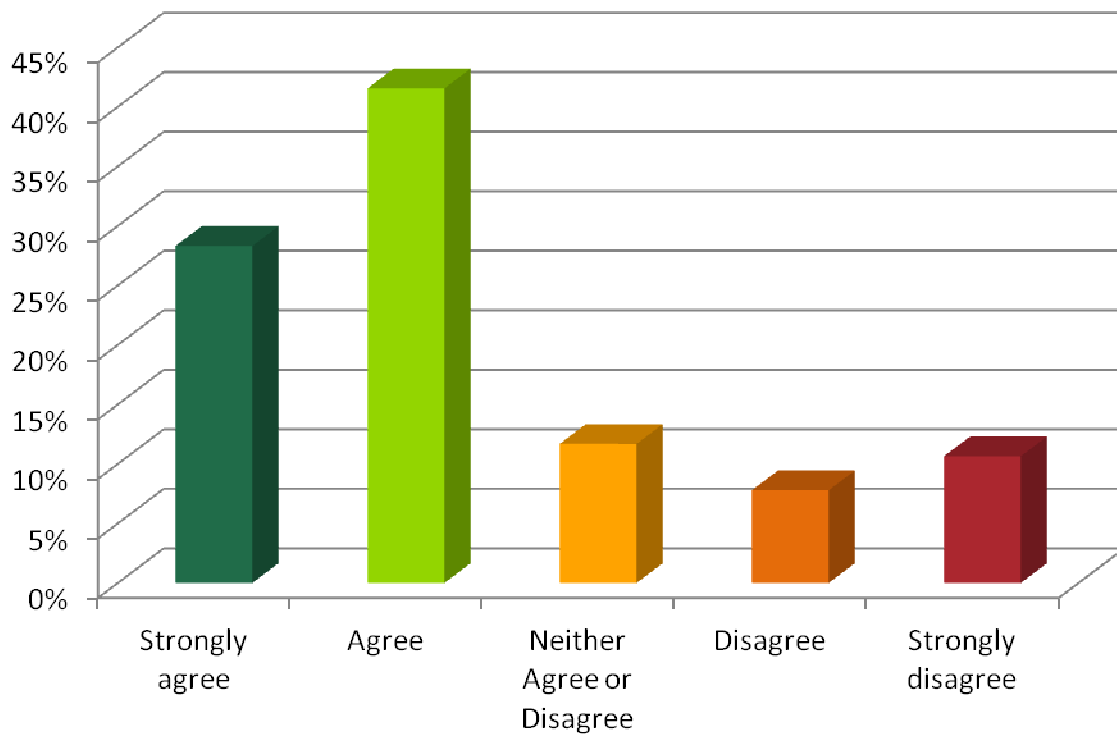


- The strategies 1-7 need to be deliverable and not a “wish list”. They need to positively direct the planning process
- Developing closer ties between Tatton Park and the town should be an objective not a vision, e.g. apprenticeships in gardening, conservation, countryside management, employment and training opportunities through links with town heritage / visitor centre
- Moderate expansion should generate opportunities for diversifying

Objective and Strategy 1: Sustainable Community

Do you agree or disagree with the Sustainable Community Objective and Strategy as set out in the draft Knutsford Town Strategy?

- 83% of respondents answered this question
- Strongly Agree (28%); Agree (42%); Neither Agree or Disagree (12%); Disagree (8%); Strongly Disagree (11%)



Key themes emerging from consultation:

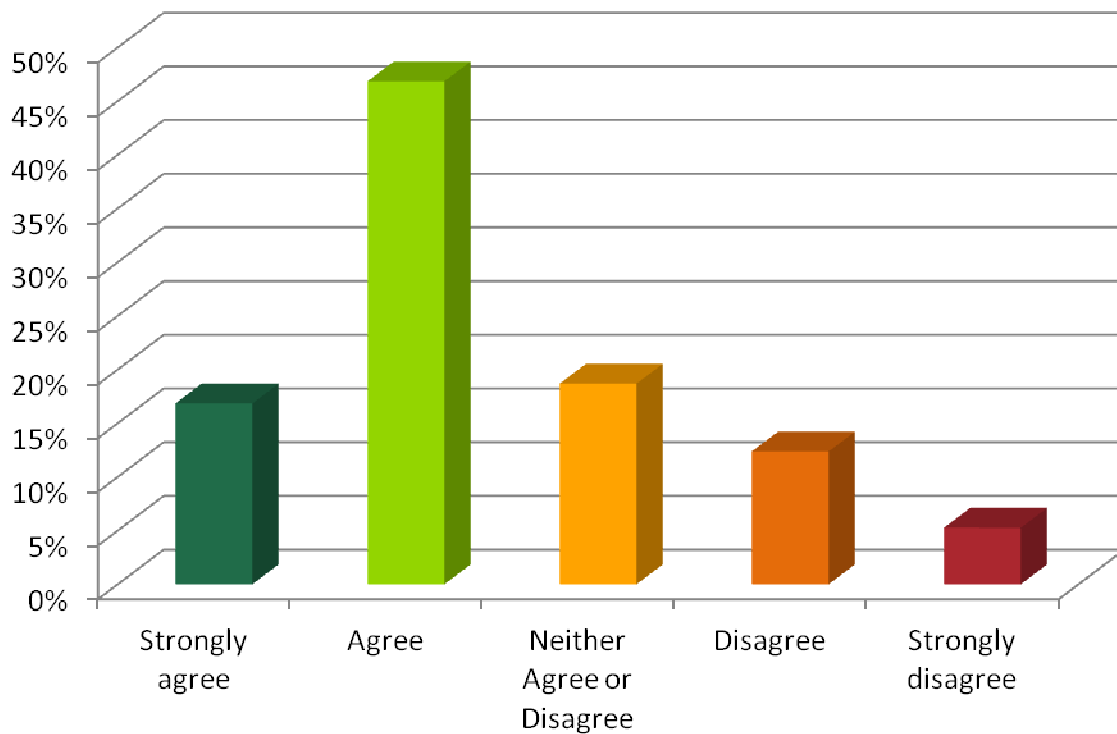
- Knutsford is already sustainable
- consideration needs to be given to health and welfare issues to strike a balance, particularly for older people and those with disabilities
- Try to keep the town as is, not commuter area for Manchester
- The infrastructure for the town will just not accommodate this increase
- the already exceptionally high percentage of Knutsford residents aged 66 and over - which will increase by almost 50% by 2030 - must be provided for locally in the town or within the Knutsford LAP area
- Although it would be nice for Knutsford to remain its current size this is not realistic if we expect our children to have their own homes eventually, it is a good idea to plan for this change.
- Something a bit more about forward looking and as well as the unique traders to have good value services for those less wealthy and unable to travel.

- Knutsford is one of the main areas for visitors in Cheshire East and the development of a centrally located visitor information centre will assist in developing the visitor economy and is well supported
- Need a baseline of community facilities from which to plan towards
- The statement "increasing access to new and improved sports and leisure facilities" does not align with building houses in area D. Area D is the major sporting area within the town. The statement "identifying and allocating land for additional allotments, community gardens and orchards" is incompatible with building houses in area E.
- Your plans will kill of up to 65 ha of primary agricultural land, 20 ha of community and private sports areas, 18 ha of biodiversity wood and scrubland as well as 2 lots of allotments when there a large waiting lists.
- There is no reference made to agriculture as a local industry and its (potential) increasing importance to meet local and national food requirements in a future were climate change will impact the world's ability to feed itself. Nor the role that agriculture has to play with the community, e.g. farmer's markets, walking etc.
- Allocating land for community allotments, gardens and orchards.
- Improving cultural provision - cinema, theatre etc However, I do not agree that Knutsford needs more children's play areas - the Moor area is sufficient and children should be encouraged to use the asset Tatton Park.
- Fully support the provision of activities for young people
- There needs to be recognition of the wider use of the term sustainable, which includes identifying minimising environmental and social damage. Why not for example have as an objective that Knutsford becomes a fair trade town?
- Sustainable community should also embrace other aspects of the health and well-being agenda, including access to a safeguarded, well-maintained and enhanced countryside and heritage assets.
- Why is there a need for NEW sports facilities when the existing ones have restricted access hours? Why was the cinema saved by commercial intervention?
- The water table in this area cannot sustain more development.
- Why suggest the developing of local facilities for the elderly, having just closed down the dementia care unit at Bexton?
- Policy must be provided which recognises the legitimate development needs of all faith communities, to ensure consistency with the NPPF.
- Yes infrastructure is needed but not based on expansion

Objective and Strategy 2: Economy

Do you agree or disagree with the Economy Objectives and Strategy as set out in the draft Knutsford Town Strategy?

- 82% of respondents answered this question
- Strongly Agree (17%); Agree (47%); Neither Agree or Disagree (19%); Disagree (12%); Strongly Disagree (5%)



Key themes emerging from consultation:

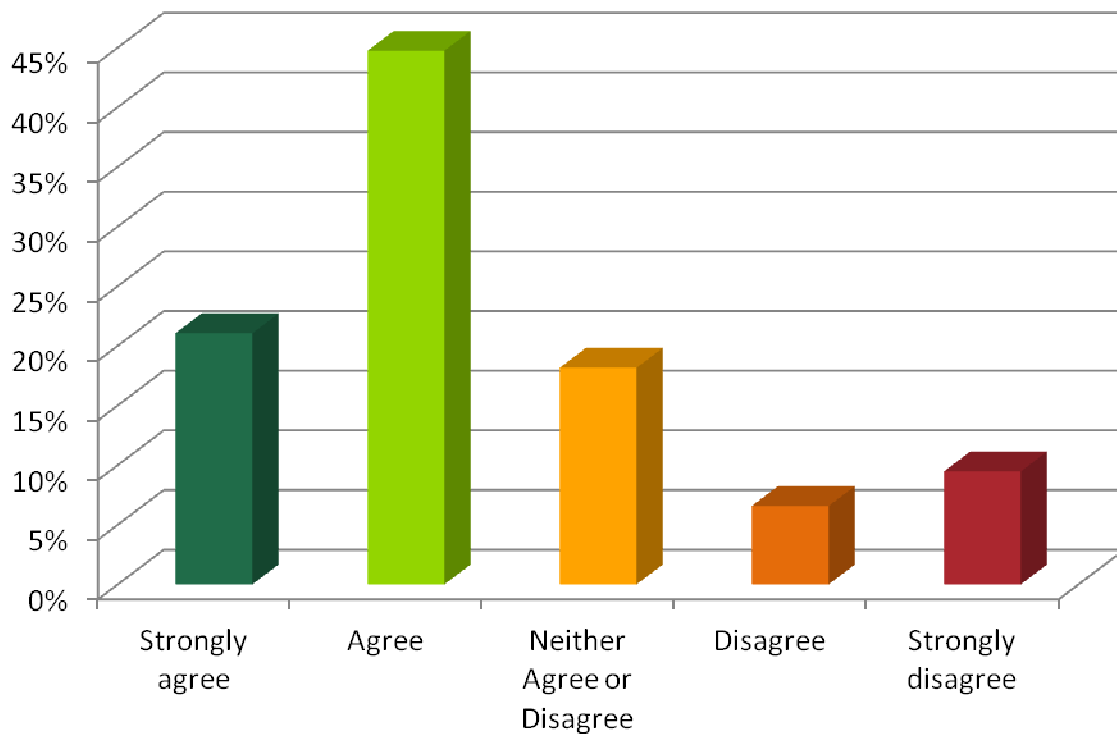
- I am not supportive of more visitors, I believe such statements are driven by business rather than residents
- Increasing the visitor offer and tourism potential by maximising the benefits of Knutsford's landscape, heritage, shopping, restaurant, pubs and other entertainment and recreational assets is a must.
- The more visitors to the town, the more the above get used the more the business will invest and the more jobs they will create.
- Why provide additional employment areas when the existing ones are not at full capacity, or close to reaching it
- Support to existing local businesses.
- Providing incubators is a sound suggestion but of little benefit if existing businesses cannot be retained.
- High rental costs are putting our unique, independent businesses at risk.

- Pressure from chain stores should be resisted.
- Impact of Manchester Airport needs consideration. A major employer and source of employees are the town's schools; they should be considered an economic asset.
- If you REALLY want to boost the economy, deal with the traffic situation first.
- Parkgate industrial estate is on the wrong side of town and should phased out and replaced by housing.
- Parkgate estate needs expansion and should have a better access point over or under the railway as planned in the past.
- Sort out parking and then companies and visitors will come to Knutsford.
- 9% empty units in the town centre, and 20% industrial units standing empty, not including Booths Hall. If these units were fully utilized there would be no employment problems in the Knutsford area
- Need to ensure that consumer spending does not leak out of the town to neighbouring centres. Need to improve and promote the market.
- new businesses; ensure you are not just moving business from one site to another, causing vacant premises elsewhere; or that you put the smaller businesses out of business
- We have a beautiful historic town, not an industrial town.
- Provision of High speed broadband and other new technologies to all properties, old and new and those on the rural outskirts need to be prioritised. This will ensure small businesses and home run businesses can contribute to the local economy.

Objective and Strategy 3: Town Centre

Do you agree or disagree with the Town Centre Objectives and Strategy as set out in the draft Knutsford Town Strategy?

- 82% of respondents answered this question
- Strongly Agree (21%); Agree (45%); Neither Agree or Disagree (18%); Disagree (7%); Strongly Disagree (9%)



Key themes emerging from consultation:

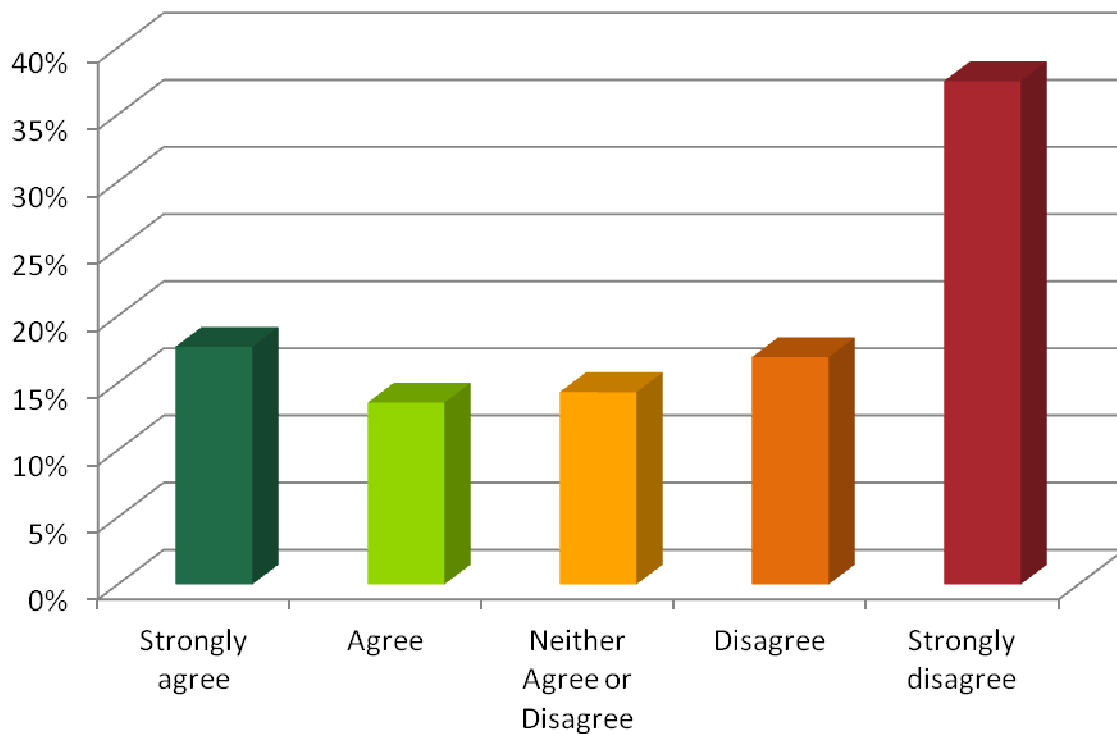
- Bringing national chain stores into the town or out of town developments will destroy character and unique attributes of Knutsford.
- Support independent shops/retailers
- Make the town easier to navigate and enabling free roaming, without having to use a vehicle is a key factor of the strategy; improve walkways, road crossings and signage.
- Any and all future development in Knutsford must be sensitive to its surroundings and the character of the town centre as a whole.
- The traffic infrastructure has insufficient capacity to allow development of Knutsford. There is already a frequent problem with excessive traffic around the town and adding to the size of the town would only make this worse.
- Too little information given to consider redrawing the boundary
- No mention of the increasing number of empty properties being used in the town centre as a priority.

- the vision cites independent traders as an attractive feature of the town, then goes on to propose that Waitrose, Sainsbury's and the (proposed) Aldi will "absorb the identified capacity"
- We already have four supermarkets and are due to get a fifth, Aldi.
- The shared use of King Street would enhance the character of the town and would invite an alfresco feel and bring visitors to the town that would be worried about the narrow pavements
- More and more online shopping will take place and town centres will become ghostly, it is all down to cost and overheads, they will die if this crash waiting to happen is not approached!
- Not sure that shops offering a "larger range of convenience goods" need to be prioritised.
- Encourage more diversity and independent retailers to strengthen the unique character of the town - this is what brings visitors here!
- Pedestrianisation has long been over due and is well supported
- More information needed on "shared surface schemes" not fully explained
- Canute Place needs to be improved in terms of traffic flow and should be considered in any shared surface schemes/piazza
- A Survey of Town views on King Street and other street improvements showed 88% want IMPROVEMENTS to Pedestrian Priority, only ONE-THIRD favour Shared Space without pavements.
- Research from Europe found that pedestrians are only happy with Level Surface Shared Space when traffic flow rates are low; a maximum 100 cars per hour or less. The LOWEST flow rate in King Street Knutsford during the day is 275/350 per hour. During peak periods it is between 350/450 vehicles per hour.
- Bring people to live in the town by using the rooms above businesses. Young people would love to live so close to a vibrant town centre such as Knutsford.
- More discrete parking provision
- Improve and promote the indoor and outdoor Markets. Make it a walk through to increase footfall.
- Cycle ways and cycle parking racks might help encourage more cycling and less driving into/around the town.
- What is meant by "improving links between different parts of the town centre"? This could mean anything from resurfacing the footpaths to putting in more telephone lines.
- The plan should assess the quality and capacity of infrastructure for water supply, wastewater and its treatment, utilities, health, flood risk and its ability to meet forecast demands.
- The Heath is reserved for dog walkers and fun fairs? Perhaps look at this as "central park" as a designated space for redevelopment - a park with a lake, cycle and running areas
- Ginnels between streets, and back-land, are not well maintained
- Development and better use of the Sessions House

Objective and Strategy 4: Housing

Do you agree or disagree with the Housing Objectives and Strategy as set out in the draft Knutsford Town Strategy?

- 83% of respondents answered this question
- Strongly Agree (18%); Agree (14%); Neither Agree or Disagree (14%); Disagree (17%); Strongly Disagree (38%)



Key themes emerging from consultation:

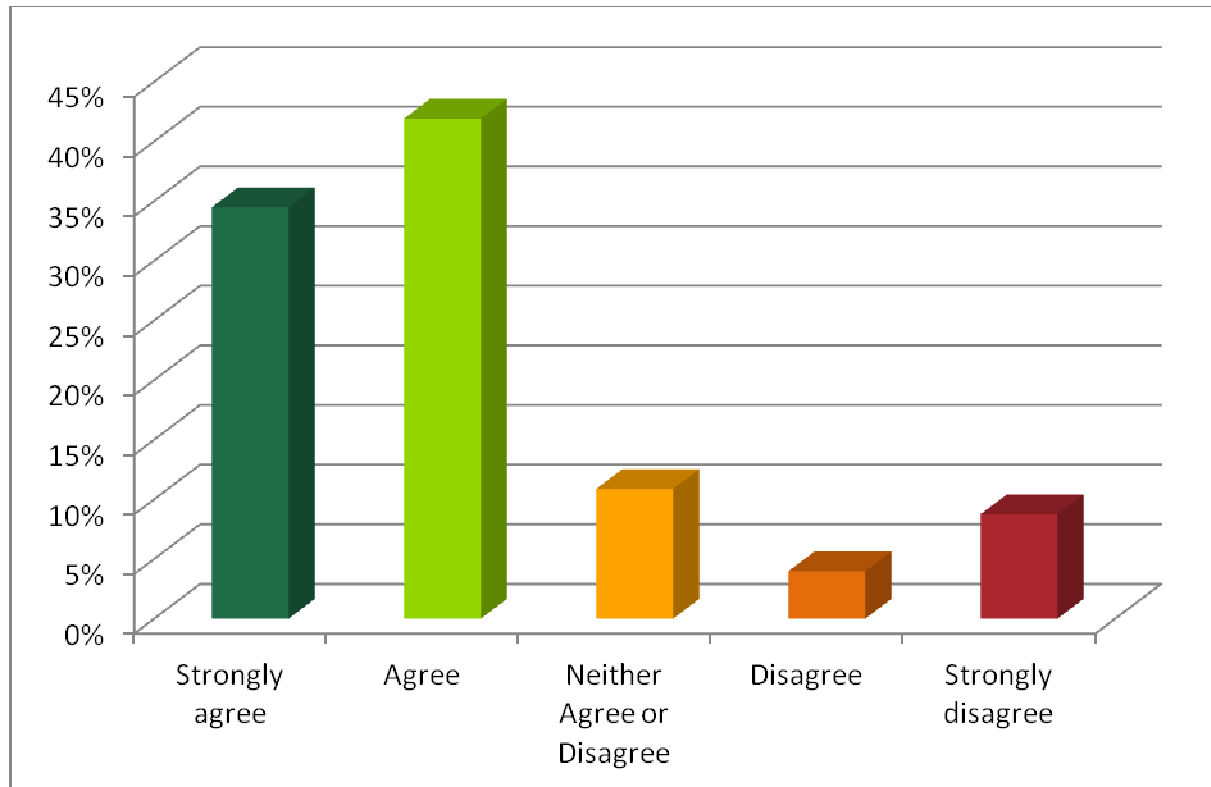
- Housing developments should not be built on green belt. Full use of available brown field sites should be encouraged
- The proposals for commercial development are concentrated around Longridge. This will depreciate the relative value of property in this area, further widening social division within the town when the reverse should be the aim
- The building of over 1000 houses is not needed in a small town of Knutsford, it does not have the infrastructure to cope.
- There is a huge difference between 460 and 1280 homes- how can that be so vague?
- The housing figure should be properly determined through the Core Strategy and should reflect the housing need identified in the SHMA.
- The expected population growth for Cheshire is 5% over 14 years (pg 19). However, the vision implies that Cheshire East will increase the housing stock in Knutsford by 21%
- Of the 450 people on the housing waiting list, how many live in Knutsford already?

- There is a real need for smaller sites to be developed so that people who have lived in the area for some time would be able to downsize in to more suitable accommodation. There is a real need for this type of housing, which, would also help to preserve the character of the town.
- There are around 6000 households in Knutsford and an increase of 1,280 is a 21% increase-unsustainable
- As the medical, education, open spaces and sports provision in Town is already identified as at capacity even the lower target of 460 houses will require significant infrastructure levy.
- Need to create housing that reflects the distinct historic characteristics of the town.
- We should encourage use of previously developed site not take away our fields and green areas
- All new housing must be adequately supported by public transport links to schools, medical services, shops
- The green belt should be sacrosanct
- All of the identified sites are located within the Green Belt
- It's not a strategy. It does not state why many sites are not considered suitable or the criteria for assessing and comparing the suitability of sites
- The bias of the preferred development to the north side is very suspicious
- This plan seems to be driven by developer interest and not knutsford's needs.
- Even given the trend for people to live alone, this forecast increase in households still seems excessive
- Housing numbers built per annum should be limited to the number required to clear the waiting list and numbers of houses suitable for present elderly residents to down-size to
- The objective is utopian and unachievable it is also completely at odds with the other key objectives and statements regarding the town vision
- It is only fair that Knutsford increases at the same rate as the rest of Cheshire East (7%), therefore 427 housing units would be needed within the period of the plan for Knutsford to grow in proportion with the rest of East Cheshire.
- Affordable housing soon rises to the market level on subsequent sale. Leasehold with covenants would do more to preserve housing stock at affordable rents and for owner occupiers of modest means.
- More housing is needed in the town to meet current need and the needs of future generations of Knutsfordians. However, housing should not be at the expense of other amenities.
- Probably contentious to build new houses in the Green Belt but I feel that this should be supported by careful management.

Objective and Strategy 5: Heritage

Do you agree or disagree with the Heritage Objectives and Strategy as set out in the draft Knutsford Town Strategy?

- 82% of respondents answered this question
- Strongly Agree (34%); Agree (42%); Neither Agree or Disagree (11%); Disagree (4 %); Strongly Disagree (9%)



Key themes emerging from consultation:

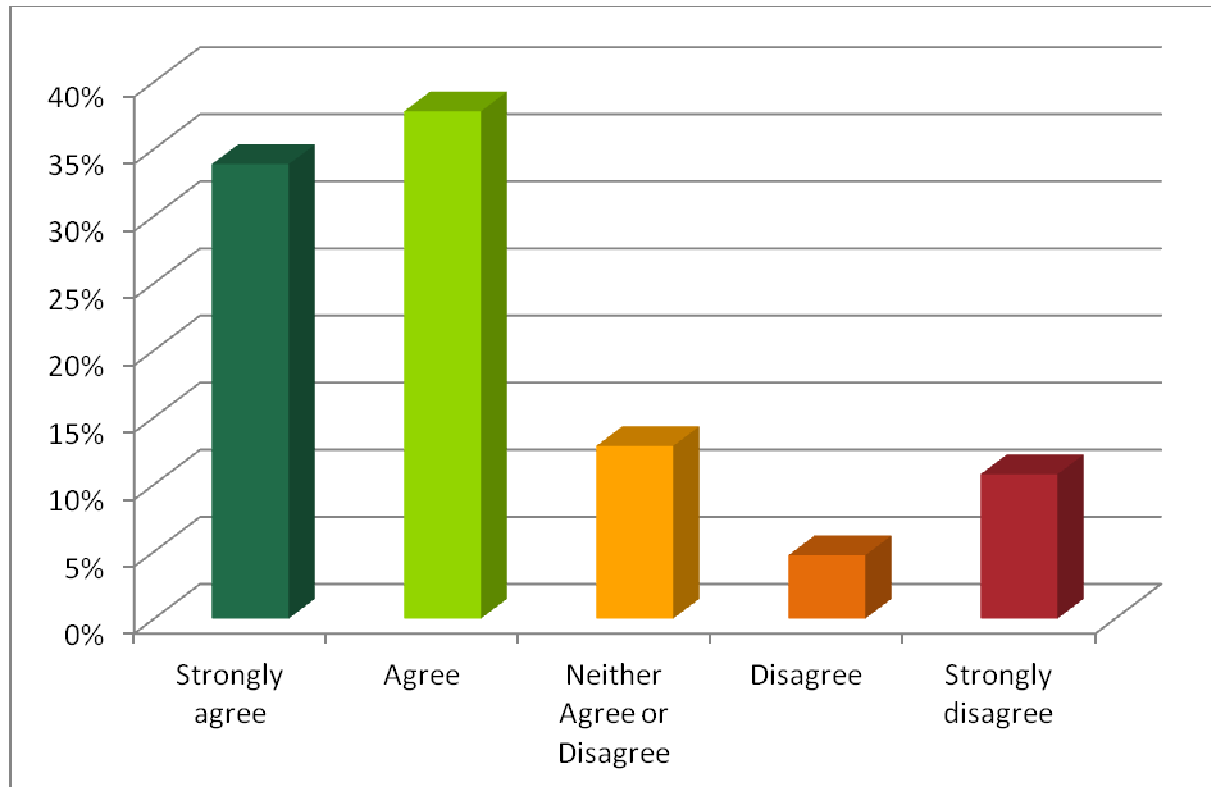
- I do not believe that Knutsford can support such a large scale housing development without destroying the character of the town.
- Support our Heritage Centre more
- The attraction to visitors depends partly on shopping but chiefly on heritage. It has a "distinctive character" that draws visitors. If the town grows too large this there is a risk that this "distinctive character" would be undermined.
- What is a design template?
- A design template is a valuable addition. Must not become a strait-jacket.
- The green belt is a distinctive feature of Knutsford's heritage style and should be included in the heritage strategy.
- Any development of any size should ensure that the history and heritage of knutsford does not suffer - conservation areas, green spaces and listed buildings and should and must be protected

- Some of your policies conflict with economics. The (Be Wilderwood) application at Tatton Park , will have an huge detrimental impact not only on the most intact historical Grade 11* Park and Garden , the Green Belt, wildlife, SSSIs and possibly on a RAMSAR. Make stringent policies that will protect the natural and historic built environment from economic pressures.
- The heritage of Knutsford cricket club which is over 100 years old and the land bequeathed by Lord Egeton to the football and youth clubs would be destroyed.
- Let's maintain and repair what we've got without building more, more, more.
- Heritage sites must find new uses so that they can develop and thrive but maintain their utility and their unique character. Today's buildings need to add to the cultural heritage.
- Historic parks and gardens need to be specifically mentioned in the main objective as they are numerous and significant. Knutsford is ringed by them; Tatton, Tabley, Toft and Booths
- Knutsford's Unique Selling Point for visitors is its high quality architecture and townscape. These need to be conserved and protected from poor quality building and too much building.
- Manage and support the existing buildings with a sympathetic eye and by listening to local needs, or what chance for the future. Old town Hall, Sessions Court, Tatton Park, shopping areas etc.....
- Mention should be made of the Area of Archaeological Potential in the town (covering the 3 areas of Nether Knutsford, Cross Town and Over Knutsford). There is a separate heritage Objective in Knutsford, but in Nantwich heritage is considered under Environment. Why this inconsistency in format?
- Knutsford has lost heritage due to poor management of developers such as Aldi.

Objective and Strategy 6: Environment

Do you agree or disagree with the Environment Objectives and Strategy as set out in the draft Knutsford Town Strategy?

- 82% of respondents answered this question
- Strongly Agree (34%); Agree (38%); Neither Agree or Disagree (13 %); Disagree (5%); Strongly Disagree (11%)



Key themes emerging from consultation:

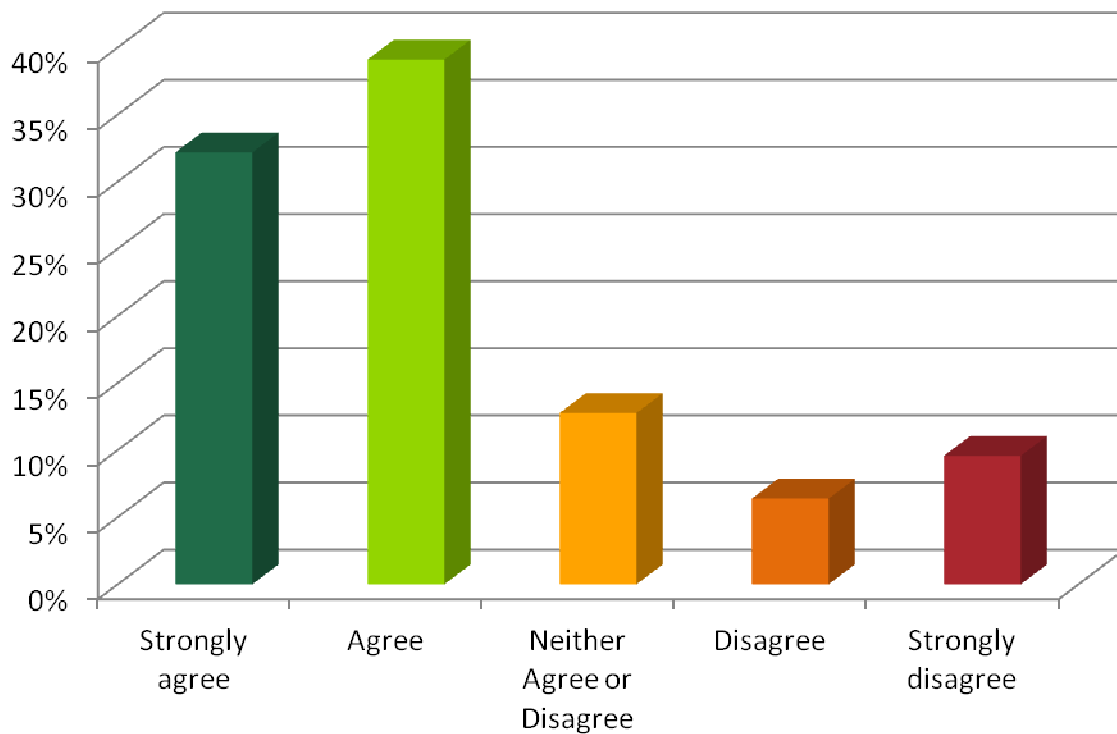
- More emphasis should have been included in the vision about improving sustainability and reducing the reliance on the car.
- Destruction of green belt is a non-reversible action. The purpose of Green Belt is to maintain the current definition of town and countryside
- Don't want to lose any green belt around Knutsford and I don't believe that a 'green belt swap' is acceptable.
- 80% of the proposed development sites are concentrated on Green Belt land in the North West of Knutsford. This includes valuable recreational land, playing fields and allotments.
- Contradictory statements; you want to protect green spaces but you also say you want to develop on Green Belt and Brown Field
- How can large housing estates removing open fields possibly contribute to any environment strategy

- Need to clearly define what the Town Strategy believes is the outer boundaries of the town. Over time, unless measureable parameters are set, we run the risk of Knutsford being over-developed and becoming more than just a county town.
- Knutsford contains one Air Quality Management Area (A50 Manchester Road) and a number of areas where levels of pollution are close to the Air Quality Objective. Transport: Improve and safeguard air quality in the town (particularly on the A50 Manchester Road) Car Parking: Develop low carbon incentivised parking / Infrastructure within the Town Centre
- This vision will adversely affect our Green Belt and have a devastating impact on the abundance of natural resources surrounding us.
- We have added pollution due to the flight path. The trees are our only resource to clean the air that we breathe, absorb CO2 and produce oxygen.
- The plan will overpopulate Knutsford and irrevocably change the essence of our town and suffocate our resources disproportionately
- Caution against the creation of renewable energy at the expense of heritage. Retro- fitting historic housing with solar panels for example undermines the historic quality of the building.
- Plant a forest in a ring around Knutsford with a path through it so future generations can enjoy the surrounding countryside...It could be done by connecting many existing Forests, Woods and Tatton Park.
- If we really want to "encourage healthy and active lifestyles" then somehow we have to reduce the domination of the car within the town.
- It is actually pretty distasteful for the plan to extol the benefits of the environment which it then seeks to wantonly vandalise by building in the Green Belt.
- Increase the amount of land allocated for allotments as there is a long waiting list for them. Any road widening schemes or new roads should include cycle lanes.
- There should be a 7th Bullet as follows: "Improve community health and well-being by encouraging policies that will reduce night-time noise nuisance and harmful air pollution within the town."
- Particularly agree with tree-lined streets. Start with the desperately drab Regent Street! Example - flowering cherry to add some colour.
- Not clear how improved access to open countryside woodland can be achieved.

Objective and Strategy 7: Connectivity

Do you agree or disagree with the Connectivity Objectives and Strategy as set out in the draft Knutsford Town Strategy?

- 81% of respondents answered this question
- Strongly Agree (32%); Agree (39%); Neither Agree or Disagree (13 %); Disagree (6%); Strongly Disagree (10%)



Key themes emerging from consultation:

- By 2030 we should aim for a road network that copes better than it does now with flows of traffic into and through the town.
- Improvements need to be made in Knutsford, especially in relation to connectivity as the public transport services for Knutsford is very poorly provided in terms of rail and bus services given that nearly 50% of the population do not work in or around Knutsford
- The town is bumper to bumper with cars during rush hour which is frequently exacerbated when M6 traffic overflow comes through the town due to accidents etc. Resolving this issue should be a priority before additional housing is considered.
- If the Western Rail link from Crewe to Manchester Airport via Knutsford was developed it would benefit the economy of the town hugely
- Support the connectivity objective and strategy
- Would like to see: - a town wide travel planning project to reduce the number of car journeys to schools - a proposal to monitor and reduce carbon emissions and energy

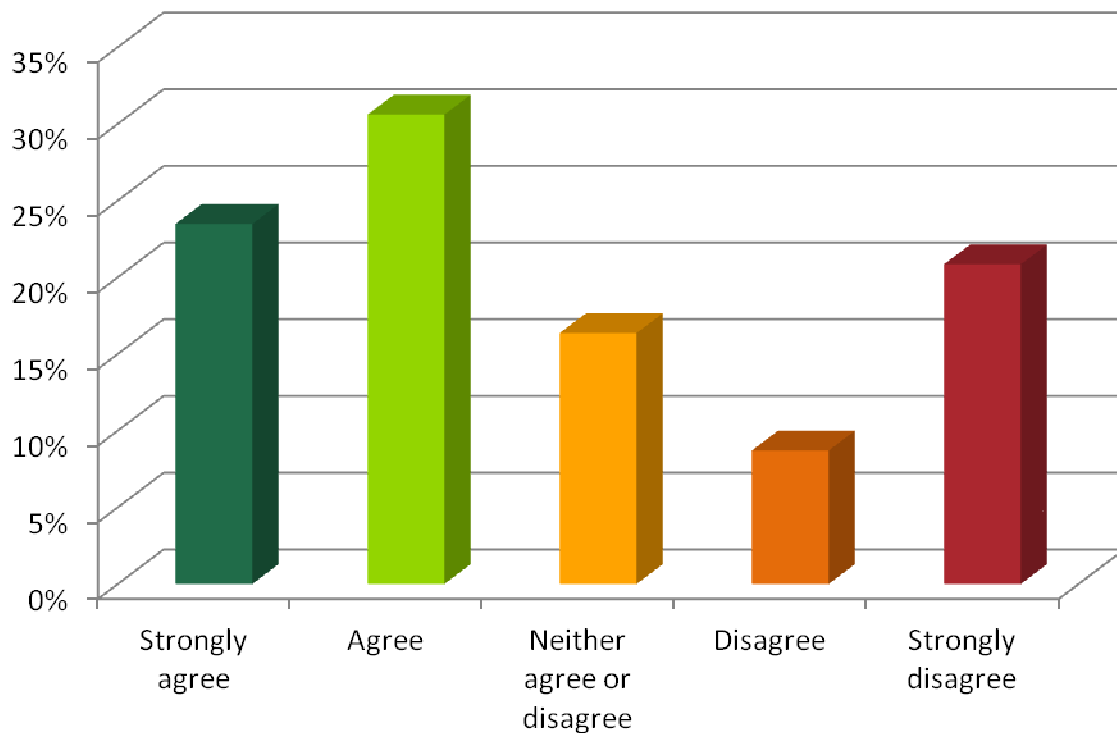
consumption from local transport - a walking/cycling route network plan produced to guide future planning

- Open the old railway link with Crewe via Middlewich.
- Metrolink to Knutsford would be great
- The Metrolink is not needed. The train service should be upgraded to provide a quicker and more frequent service.
- There should be a by-pass around Knutsford to get to Macclesfield/Holmes Chapel.
- Knutsford has one of if not the highest aging populations of any town in Cheshire East, yet transport connections remain poor. I would implore CEC to support and invest in improved transport connections
- We need safe walking routes however to take away from cars will cause traffic chaos - serious consideration to the road network would need to be given before you can take from the cars to give to the pedestrians
- The town centre does not need extra car parking. This is because Tatton car park is never full, even in the busiest periods, and no one seems to know that the car park across the moor from the town centre becomes a public car park at weekends.
- The vision should set out priorities for when different elements of the vision are in conflict. How do you provide greater levels of town centre car parking and reduce areas of traffic congestion whilst encouraging use of cycling and buses.
- Need to address air quality and road safety issues. 20mph limit on all residential and town centre streets easy and cheap to do if serious about encouraging walking and cycling.

Q3 Development Principles

Do you agree or disagree with the Development Principles as set out in the draft Knutsford Town Strategy?

- 82% of respondents answered this question
- Strongly Agree (23%); Agree (31%); Neither Agree or Disagree (16 %); Disagree (9%); Strongly Disagree (21%)



Key themes emerging from consultation:

- The development principles are generally positive and ideal. However, many of the points will be violated through the proposals listed within the Strategy
- No widespread conviction about the need for 20% increase in the size of Knutsford
- This seems to be pretty much a rewriting of the Vision
- In principle yes, but the list is limited and needs to have more detail on how those points can be achieved.
- Most of the surrounding green spaces are earmarked for development.
- *“Local people cooperating with developers in delivering great places”* that reflect this town strategy. - need to be safeguards to ensure that developers actually listen to the views of local people.
- Why have some sites been declared not suitable without any explanation as to why within the document?

Draft Knutsford Town Strategy Consultation Report:

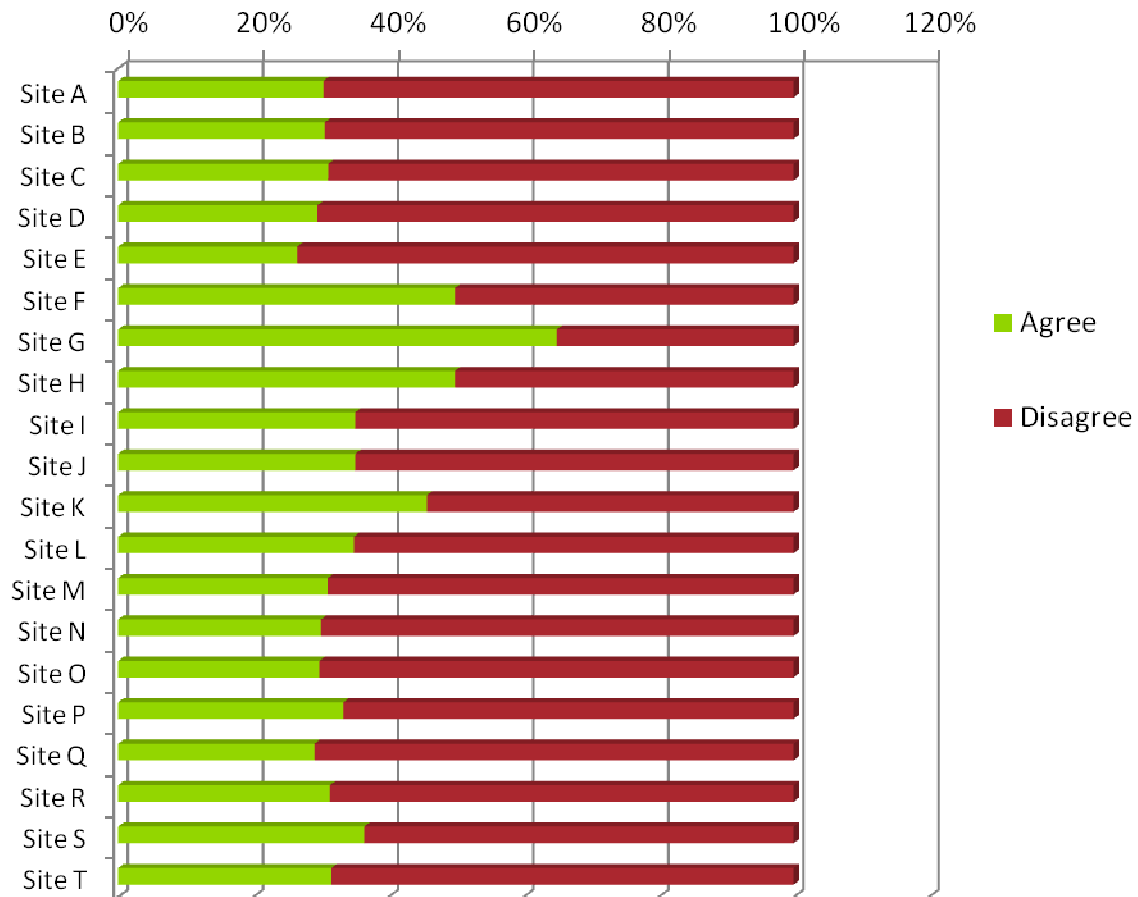
Q4 Potential Development Options

- There is no evidence of these principles
- The development principles fail to provide the necessary protection for our valuable Green Belt
- In theory I agree, although I am sceptical that the principles will be adhered to.
- This wish list is unremittingly optimistic
- Do not support "urban cooling"
- The presumption that development has to take place and on the scale suggested seems incompatible with the notion of ensuring Knutsford is preserved as an historic market town.
- Welcome references to-biodiversity and nature - Green spaces including Green Infrastructure (GI) - Ecosystem services

Q4 Potential Development Options

Do you agree or disagree with the potential areas for future development in the draft Knutsford Town Strategy?

Overall responses:



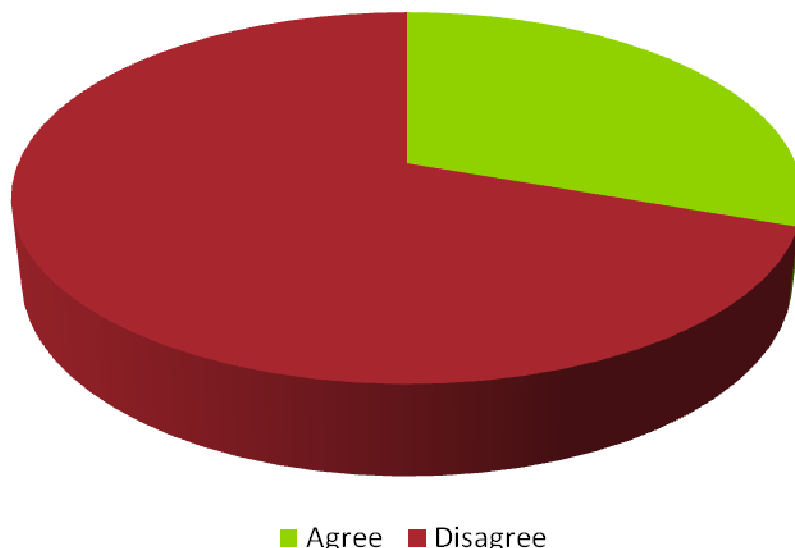
Key themes emerging from consultation:

- the first priority should be brownfield sites for development with more continuously identified over the next 20 years to add to a potential "land bank"

Site A: Land between Northwich Road and Tabley Road

Do you agree or disagree with site A as a potential area for future development

- 81% of respondents answered this question
- Agree (30%); Disagree (70%)



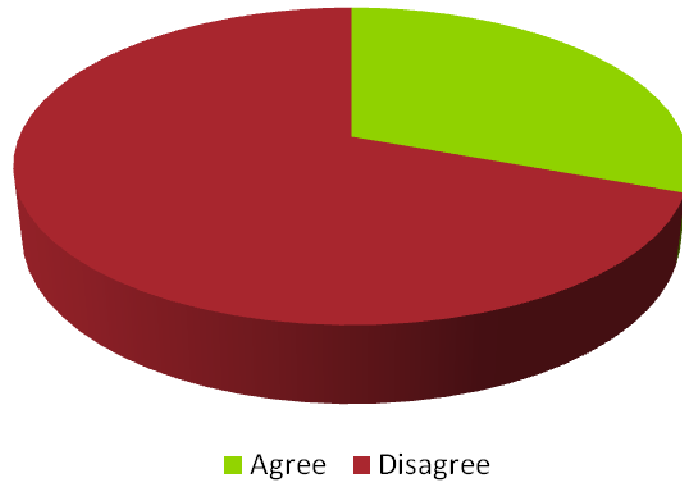
Key themes emerging from consultation:

- This is green belt land and the road network already struggles.
- Not suitable because of (1) proximity to the Ambulance station (2) narrow access from large area to Northwich Road and (3) access onto Tabley Road, an unsuitable minor road to the north of the site.
- Perfect site with excellent dual access, existing allotments could easily be retained or even enhanced.
- The proposals for areas A, B, C, D and E seem vague and more concerned to enhance exclusivity rather than cater for the needs of the people of Knutsford as a whole
- With a strong proviso that this should be a last resort.
- Would blight the landscape as rural area. Not close to schools therefore increased traffic/pedestrians. Would increase traffic on side roads.
- Instead of overdeveloping one area, it would better serve the community as a whole to develop a number of sites across Knutsford. Involving sites B,C,D,E,G & K. Thus limiting the pernicious impact on any one existing estate.
- Agreement conditional on retention of existing allotments.
- Traffic is already a major issue on Manchester road, so mass building around his area would make is it worse.
- There is insufficient information within the draft Strategy to come to an informed view as to the merits of this area.
- A full environmental review of this site has clearly not been carried out as you have ignored the pond on the site. The pond on site A should now be protected as the Cheshire marl pits are a recognised endangered habitat.

Site B: Land between Tabley Road and Manchester Road

Do you agree or disagree with site B as a potential area for future development (suggested use: employment)

- 81% of respondents answered this question
- Agree (31%); Disagree (69%)



Key themes emerging from consultation:

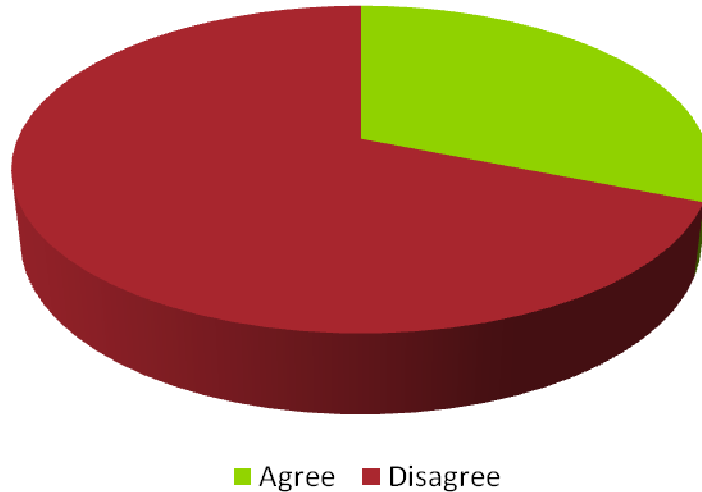
- Would blight the landscape as rural area. Not close to schools therefore increased traffic/pedestrians.
- This is Greenbelt land & should not be considered for building development
- There is no supporting evidence in the plan.
- Traffic congestion on Manchester Road would be a tremendous threat.
- Although the development option sites A to T are outside the Areas of Archaeological Potential, all of the favoured potential development sites would need to be assessed
- Cannot agree to any proposal until evidence is provided
- Airport plans massive expansion. Are you seriously suggesting building underneath the flight paths?
- If this is preferred it should be Housing only
- No light industrial
- Areas A, B, C and D to the north of Knutsford are worthy of development although infrastructure will need to be considered carefully, particularly roads, given the pressure that exists already on the A50 Manchester Road going into Knutsford from the north, especially at peak times.
- If areas A and B are developed, could that provide the opportunity for a form of 'relief road'/by-pass from the A50 Manchester Road to the A5033 Northwich Road to be built, thus relieving the Canute Place roundabout of some traffic?
- The land is prime agricultural land that is well farmed. Added congestion of up to 800 vehicles to the North side of Knutsford would create environmental and economic problems

- Utterly misplaced and out of all proportion
- The land is so water logged it is not suitable.

Site C: Land between Manchester Road and Mereheath Lane (northern parcel)

Do you agree or disagree with site C as a potential area for future development (suggested use: employment)

- 81% of respondents answered this question
- Agree (31%); Disagree (69%)



Key themes emerging from consultation:

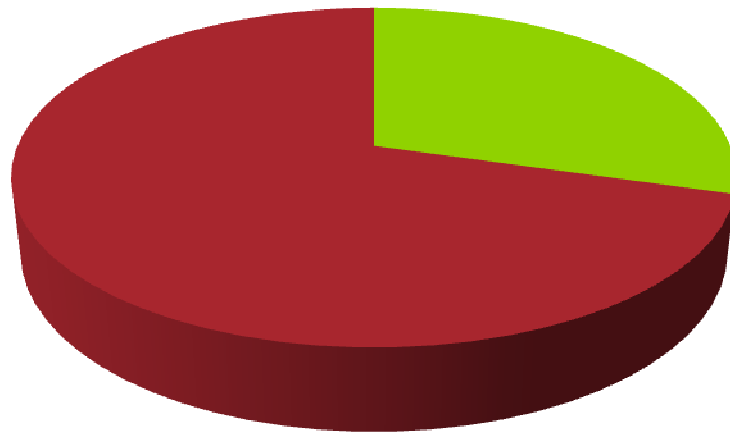
- Knutsford Sports Club and Egerton Youth and Football clubs crucial aspect of community relations and well being.
- Joining with Mere contradicts the principles of retaining sense of countryside and balance.
- Perfect site with excellent dual access.
- Playing fields and other recreational facilities should be protected.
- Traffic egress onto A50 - bad news!! Mereheath Lane is also a principal traffic access to Knutsford and parking area.
- This is greenbelt land & should not be considered for development
- Need a clearer idea of what type of 'mixed use' is proposed
- I would only support housing that protected the recreation facilities.
- Other Cheshire East towns can absorb greater intensity of employment and residential development.
- Accessibility of site overstated in assessment within Environmental Appraisal Report
- I do not think that this area can accommodate new housing in respect of the numbers of cars etc.
- Development should be on a small scale, planned together with A, B, D, K and possibly F to meet future housing needs..Access should be from Northwich Road.
- This is an important 'green finger' into the town and relates closely to site D. The only development that should be considered is of a sports, leisure or new school type.

- Cannot agree to any proposal until evidence is provided of: what the selection criteria are; how the site meets (or otherwise) those criteria and the exact proposed development.
- Retain and maximise the use of these facilities and develop the 'leisure hub' around this area rather than relocating quality sporting facilities to create development for alternative uses.
- The sites that are considered favourable all have similar constraints relating to the loss of landscape character, the loss of historic landscape character and the loss of agricultural land classified between Grades 2 and 3. It therefore is important to take into account how sustainably located each site is when establishing whether it should be considered as a preferred option.

Site D: Land between Manchester Road and Mereheath Lane (southern parcel)

Do you agree or disagree with site D as a potential area for future development (suggested use: residential)

- 79% of respondents answered this question
- Agree (30%); Disagree (70%)



■ Agree ■ Disagree

Key themes emerging from consultation:

- Wholly inappropriate. Existing sports facilities should be retained.
- Knutsford FC in Area D which has been put forward as suitable for Mixed Development. The Club celebrates it's 125 anniversary in 2013 and has been on this site for the past 80 years
- The description of the site underplays the activity that takes place there
- The Sports activity is at capacity on the land so none can be given up without capacity being provided elsewhere.
- NO LAND Should be taken from the greenbelt.
- It will make the area one huge housing estate and completely change the character of the town
- The National Planning Policy Framework now required Local Authorities to undertake a robust and up to date Needs Assessment for open space, sport and recreation facilities to helps plan strategically for sport and recreation throughout the lifetime of the Local Plan and help deliver the objections set out in the Town Strategies. Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless: - an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- Don't turn Mereheath Lane into a major road.
- This site should be considered comprehensively with Sites A, B and C as providing a substantial urban extension, in a generally sustainable location, sufficient to provide for the

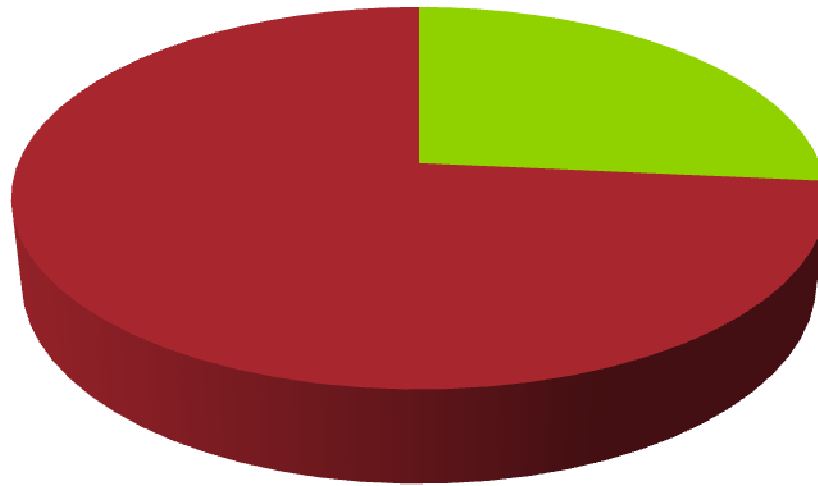
residential and employment and recreational needs for the town during the Local Plan period and, potentially, beyond.

- The site contains a 240 year old oak tree/s (ancient / veteran trees).
- Sites C and D have subsidence - in fact the whole area does i.e. Willow Green built on rafts and the fact that the Holdings on Manchester Road had to be underpinned only supports this.

Site E: Land to the east of Mereheath Lane

Do you agree or disagree with site E as a potential area for future development (suggested use: residential)

- 79% of respondents answered this question
- Agree (27%); Disagree (73%)



■ Agree ■ Disagree

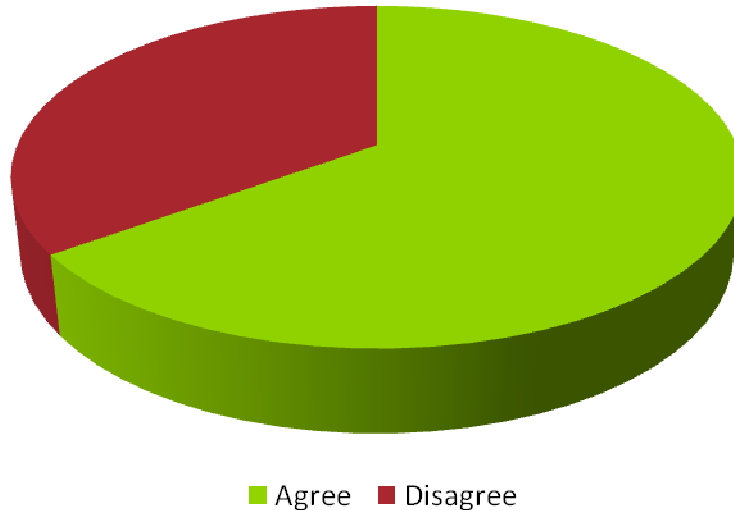
Key themes emerging from consultation:

- There are no grounds to remove allotments and contradicts the principles outlined.
- Opposition to Green Belt land being built on
- There is preference to rely on the North and East of the town to support the excessive development and not fairly distribute the impact across the town.
- Subject to the retention of sports facilities, particularly the Bowling Club.
- Not too big a development so minimising any impact on Tatton Park and traffic stress on Mereheath Lane
- There is no supporting evidence in the plan
- Preserve the valuable ancient woodland
- The building of over 1000 houses is not needed in a small town of Knutsford, it does not have the infrastructure to cope.
- Part of the essential 'green finger' into the town. The potential loss of woodland, allotments and sports facilities is in conflict with the Vision for the town and the strategies for its implementation.
- Would question the need to release this sensitive parcel of land.
- Site E - The site is currently used for allotments, houses a bowling club, a golf club, water works and there is a dense area of mature woodland on the site. Again the sports uses would need to be relocated. Additionally, the site is an area of special county value, abuts a protected Grade II* landscape area to the east and a conservation area to the south.

Site G: Land to the north and east of Parkgate Trading Estate

Do you agree or disagree with site G as a potential area for future development (suggested use: residential)

- 79% of respondents answered this question
- Agree (65%); Disagree (35%)



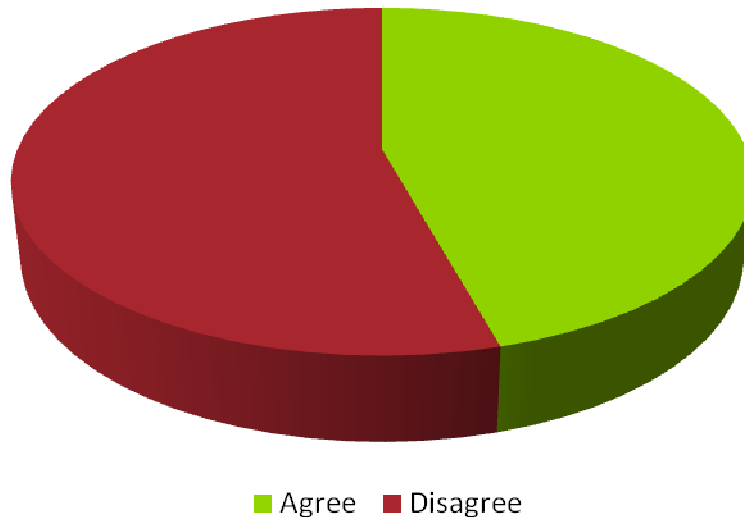
Key themes emerging from consultation:

- This is by far the better option and fits around existing housing and would allow Knutsford to retain its unique identity
- Limited impact on existing residents. Good space for developments and enough space to build supporting community facilities.
- This would enhance a depressed area of Knutsford
- Before any more development is allowed in the Parkgate area there need to be another access road built.
- Although site with least Green Belt, flood risk appears to be significant
- With over 20% above capacity for industrial units within Knutsford the building of more industrial units seems to be a waste of time and money, however if this area was developed correctly cheaper/starter housing could be built for Knutsfordians that cannot at present afford there own home.
- This should be for commercial development ONLY and only after access is improved
- Brownfield
- This is a wildlife corridor and as such should have been correctly surveyed.
- The existing ancient woodland in areas G and K must be protected.

Site K: Land to the south of Longridge

Do you agree or disagree with site K as a potential area for future development (suggested use: residential)

- 78% of respondents answered this question
- Agree (46%); Disagree (54%)



A petition containing 461 signatories objecting to the inclusion of the site as a preferred option has been submitted.

The petition is against the development of Site K as this land contains Springwood, which is listed as Ancient Woodland, of which there is only 2% left in the entire UK. The area contains an abundance of beautiful wildlife and plant species. We are concerned not only for the woodland, but also, with regards to amenities, school places, doctor's surgeries and dentists, which are already in short supply and the additional traffic congestion to our town.

Key themes emerging from consultation:

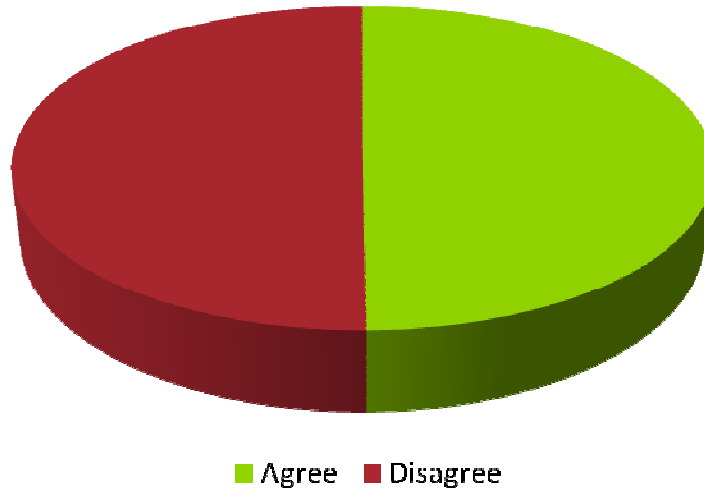
- Area K is subject to serious flooding and at the time of writing is under water due to heavy rain.
- The junction of Moberly Road and Chelford Road at the Legh Arms is not capable of safely accommodating an increase of traffic generated by the proposed Area K.
- Wholly inappropriate. Existing public open space to the South West should be retained.
- Allotments, orchards.
- Already too much housing for the infrastructure on this side of town.
- Loss of playing field; loss of pond; too close to nature conservation priority area.
- Limited development would tidy up area and provide additional facilities.
- A new large community with retail will spoil the town environment of Knutsford and take business away from the town centre shops.
- There should be no further development on greenfield or green belt sites, in flood risk areas, ancient woodland or around ponds or meres or adjacent to nature conservation areas.

- A large part of this area has not been farmed or fertilised for many years and has returned to its natural state, rich in wildlife (butterflies, dragon flies, rose bay willow herb, crab apples, blackberries etc).
- It forms the only green corridor between St John's Wood and the green belt. New homes here would destroy all this and put more pressure on already stretched services.
- It would also put added pressure on the Manor Park Schools and Mobberley Road/Adams Hill traffic bottlenecks.
- Longridge and Mobberley Road retail outlets are under utilised so there is no case for more.
- This general area already has under used commercial areas at Parkgate and Longridge Trading Estates so there is no case for yet another commercial area.
- Development adjacent to flood risk areas increases the risk of flooding because it hinders the ability of water to soak away naturally into the surrounding natural flood plain so please don't interfere with this process.
- There is a wonderful opportunity to build something very special in order to improve the environment around Longridge.

Site F: Land to the west of Parkgate Lane

Do you agree or disagree with site F as a potential area for future development (suggested use: residential)

- 76% of respondents answered this question
- Agree (50%); Disagree (50%)



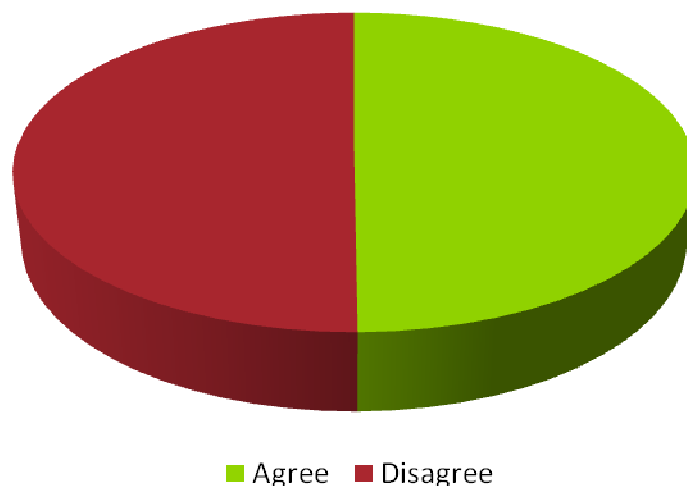
Key themes emerging from consultation:

- Loss of viable farming land is not supported. Poor vehicular access.
- This will merge Knutsford into the neighbouring village of Mobberley, is under the direct path of airlines into and out of Manchester Airport.
- On the grounds that it has not been explained as to why the Stakeholder Panel deemed this site unsuitable. It is impossible to agree or disagree without understanding the reasoning.
- I disagree with building a large number of houses on any of the proposed sites because I don't believe the infrastructure of the town can cope, and I think Knutsford has reached the size it can be before the character is spoilt.
- Too close to Tatton Park and will damage both its and Knutsford's USP.
- Ambiguous question. Agreed NOT suitable for development.
- Why is there no explanation as to why these are not suitable for development? I think these SHOULD be considered further if not then WHY NOT?!! This is a massive gap in information and needs answering.

Site H: Land to the east of Parkgate Trading Estate and Birkin Brook

Do you agree or disagree with site H as a potential area for future development (suggested use: residential)

- 76% of respondents answered this question
- Agree (50%); Disagree (50%)



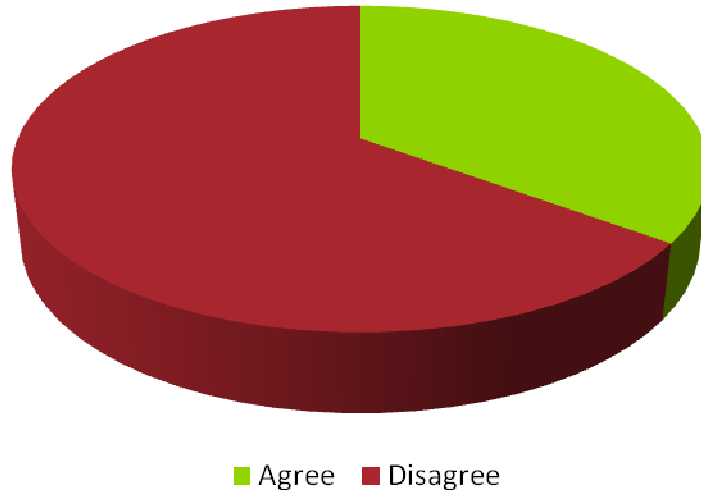
Key themes emerging from consultation:

- Area liable to flooding and if built on may well cause problems with environment down stream.
- Poor access and likely to cause traffic problems.
- Loss of viable farmland and poor vehicular access without enhancements to Parkgate Lane or creation of new railway bridge.
- Erosion of boundary between Knutsford and Mobberley merging the two distinct places.
- If green belt land has to be built on then this could be one of the lower-impact areas.
- Why are there no reasons given in the document for the unsuitability of these sites? Could be developed as a logical extension of neighbouring sites G and K.
- Isn't this in Mobberley as the Birkin Brook is the boundary? Also the water treatment works are there. Too far from centre no transport links
- The traffic, the effect on existing houses, the lack of infrastructure - we do not want to live in a big town we love Knutsford the size it is
- Archaeology
- All the potential sites should be reassessed and rejected only after consideration is given to using more of these sites to create much smaller developments with a lesser impact on local residents.
- Green Belt

Site I: Land to the north of Knutsford Road

Do you agree or disagree with site I as a potential area for future development (suggested use: residential)

- 73% of respondents answered this question
- Agree (35%); Disagree (65%)



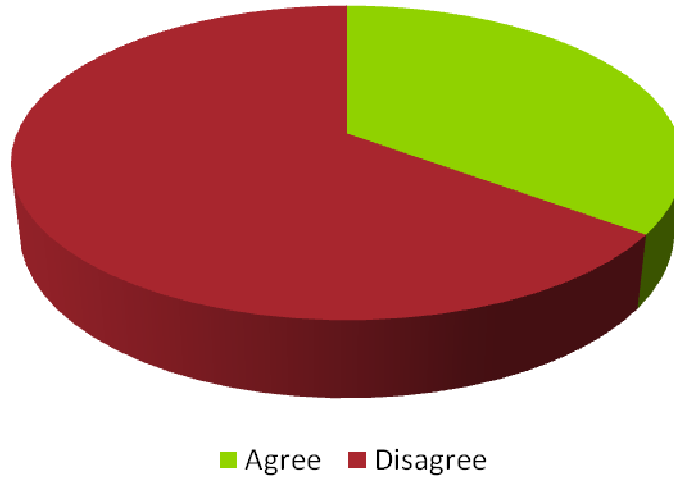
Key themes emerging from consultation:

- Limited impact on residents and fits well with the site at H, G and F. Fairer distribution than the preferred options as it spreads the impact and thus meaning the impact is not only felt by those in the North East Knutsford.
- This would enhance a depressed area of Knutsford
- Why are there no reasons given in the document for the unsuitability of these sites? Could be developed as a logical extension of neighbouring sites G and K.
- No green land should be built on- the same objections for all other sites so far apply and should be read as being included in this comment.
- For this and all other Sites in Table 6.3, it is completely unacceptable to say simply that the Site “was not considered suitable for development” and then ask anyone to agree to that statement. Why no are there no reasons? What are the differences between these Sites and any of the others in Table 6.2? It is impossible to give agreement to this point in the vacuum of no information. Without the complete information, the assessment of the Town Plan is meaningless.
- Over time, developments in this area could result in Knutsford and Mobberley becoming a single town.
- Development of this site would exacerbate cross town traffic flows and congestion in the town centre.
- Do not accept that there is any need for development on Green Belt land.
- Closing the gap between Knutsford and Mobberley. Danger of further infilling and sprawl.
- Ambiguous question. Agreed NOT suitable for development.

Site J: Land to the south of Knutsford Road

Do you agree or disagree with site J as a potential area for future development (suggested use: residential)

- 73% of respondents answered this question
- Agree (35%); Disagree (65%)



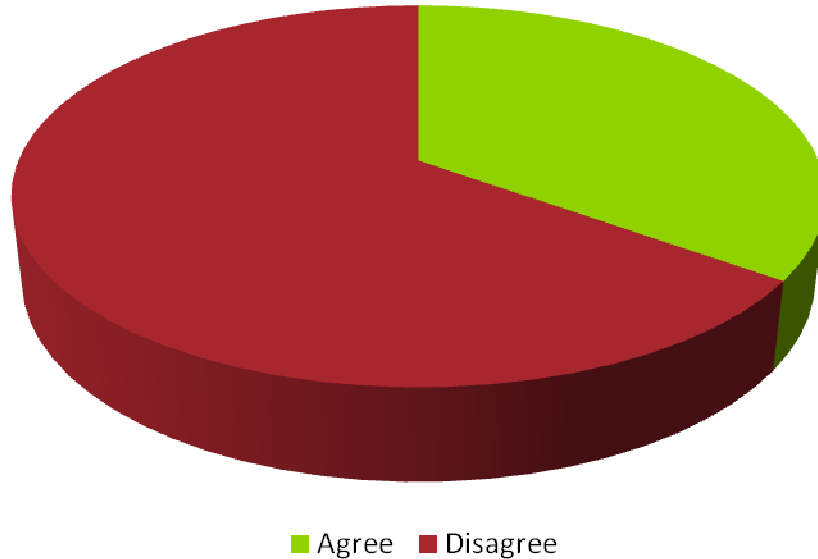
Key themes emerging from consultation:

- Council owned. Brownfield. Should be developed - new police / fire / ambulance station.
- NO LAND Should be taken from the greenbelt. No site is acceptable.
- Limited impact on residents and fits well with the site at I, H, G and F. Fairer distribution than the preferred options as it spreads the impact and thus meaning the impact is not only felt by those in the North East Knutsford.
- Why are there no reasons given in the document for the unsuitability of these sites? Could be developed as a logical extension of neighbouring sites G and K.
- This would be a projection beyond the Birkin Brook which forms a good and recognisable boundary to the eastern expansion of Knutsford and would lead to coalescence, if developed, with Mobberley. Development here would exacerbate cross town traffic flows and congestion.
- Flood risk.
- Too far to the East of town, for access to the town centre. This will creep toward Mobberley and thus there will be very little separation between Knutsford and Wilmslow

Site L: Land to the north of Booths Hall

Do you agree or disagree with site L as a potential area for future development

- 73% of respondents answered this question
- Agree (35%); Disagree (65%)



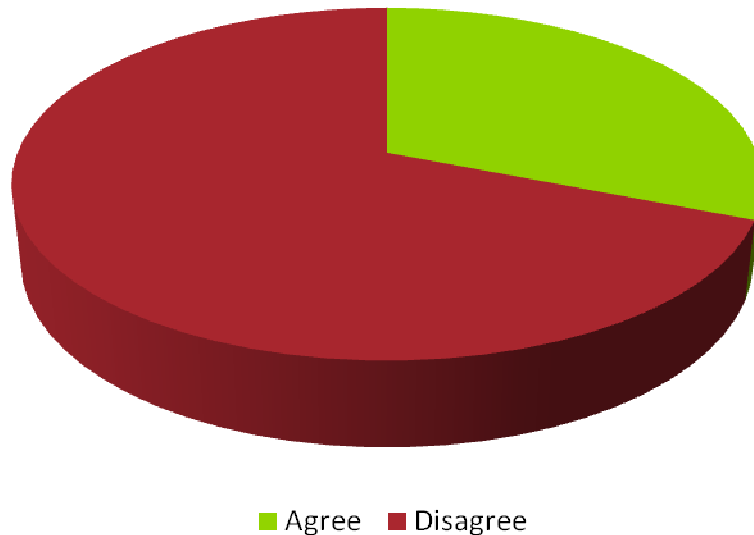
Key themes emerging from consultation:

- Poor access and likely to cause traffic problems. Loss of viable farmland and poor vehicular access without enhancements.
- Why are there no reasons given in the document for the unsuitability of these sites? This land is next to site K which is a site favoured for development.
- Green Belt
- Remote area capable of development - consistent with the remit to provide affordable housing not affected by aircraft noise and pedestrian access and cycle access could be put in place.
- Increased traffic congestion concerns
- Cannot agree to any proposal until evidence is provided
- Site L is within the historic designed landscape associated with Booths Hall
- The site contains a designated Site of Biological Importance as identified in the SA. In this respect any development of the site has the potential to harm the ecosystems within the site.

Site M: Land to the south west of Booths Hall

Do you agree or disagree with site M as a potential area for future development

- 72% of respondents answered this question
- Agree (31%); Disagree (69%)



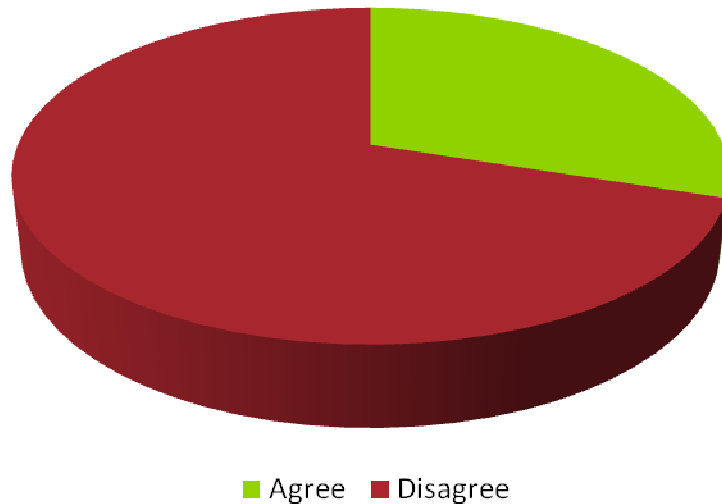
Key themes emerging from consultation:

- Unacceptable loss of community facilities, cricket club, bonfire venue
- Need to know the justification as to why the site was unsuitable
- Would cause too much additional traffic
- Green Belt
- Infrastructure won't cope with additional housing
- More information regarding the viability of the preferred sites would have been helpful

Site N: Land between Gough's Lane and Chelford Road

Do you agree or disagree with site N as a potential area for future development

- 74% of respondents answered this question
- Agree (30%); Disagree (70%)



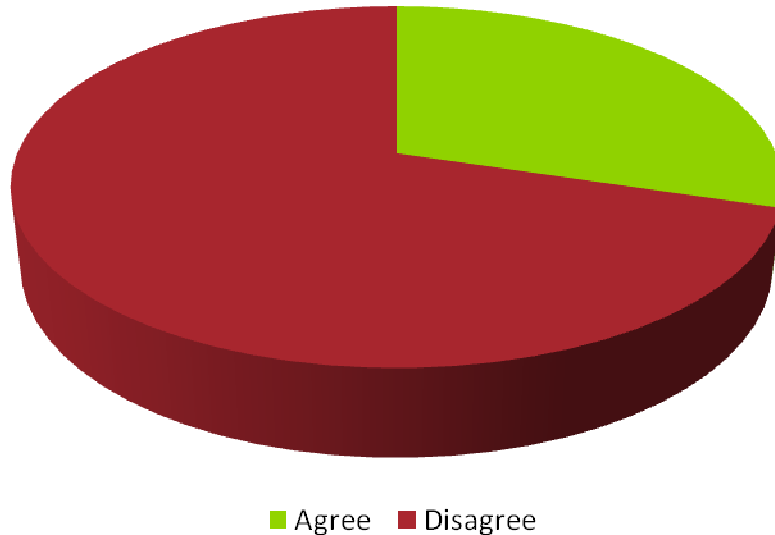
Key themes emerging from consultation:

- Destruction of ancient entry aspect into Knutsford.
- Green Belt
- There is no supporting evidence in the plan. Why is it deemed unsuitable?
- This site would also create traffic problems and is good agricultural land.
- Would risk joining Knutsford and Ollerton
- The approach of the strategy is flawed as it identifies only relatively large sites with arbitrary boundaries for development.
- It is a substantial plot and I think the impact on the town would not be as great as other areas - no long-established facilities will be destroyed.
- This appears to be a very large site. Could a portion be used

Site O: Land between Gough's Lane and Toft Road (southern parcel)

Do you agree or disagree with site O as a potential area for future development

- 73% of respondents answered this question
- Agree (30%); Disagree (70%)



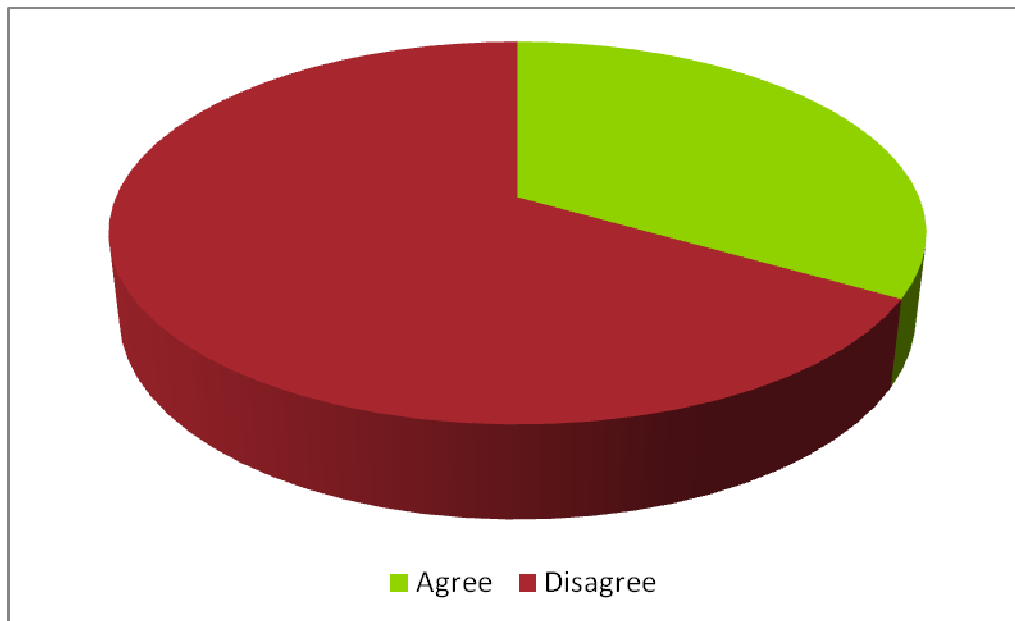
Key themes emerging from consultation:

- If green belt land has to be built on then this could be one of the lower-impact areas.
- Development should be spread throughout Knutsford and not concentrated in one direction.
- Green Belt
- Why are there no reasons given in the document for the unsuitability of these sites? Again, this site appears entirely suitable.
- Ideal but would require a by pass around the town centre.
- Roads can not cope with extra traffic.
- I feel this land is outside the natural boundary of the town and is therefore in danger of encroaching into the neighbouring rural area of Toft.

Site P: Land between Gough's Lane and Toft Road (northern parcel)

Do you agree or disagree with site P as a potential area for future development

- 73% of respondents answered this question
- Agree (33%); Disagree (67%)



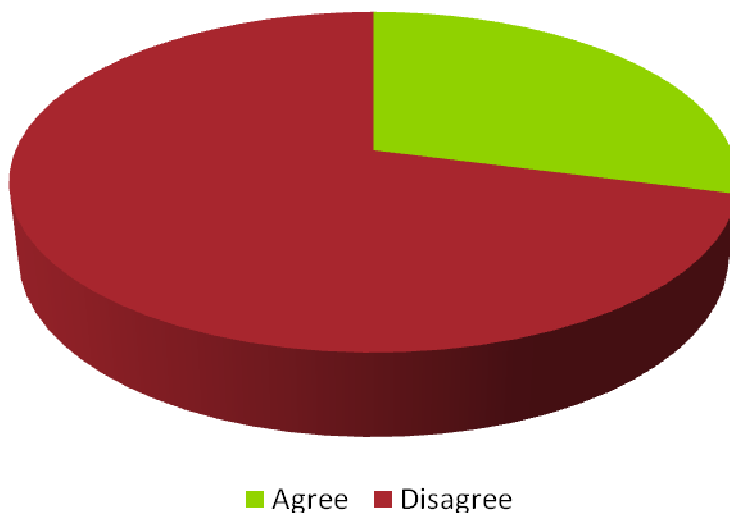
Key themes emerging from consultation:

- Too far out and will affect current amenities
- Development should be spread throughout Knutsford and not concentrated in one direction.
- Green Belt
- Why are there no reasons given in the document for the unsuitability of these sites?
- This site lies within the Legh Road Conservation Area and forms an integral part of its setting. It would impact adversely on the southern approach to Knutsford and its development would merely increase cross town traffic congestion.
- Quality low density development could work and be compatible with the conservation area

Site Q: Land to the south and west of Beggarman's Lane

Do you agree or disagree with site Q as a potential area for future development

- 74% of respondents answered this question
- Agree (29%); Disagree (71%)



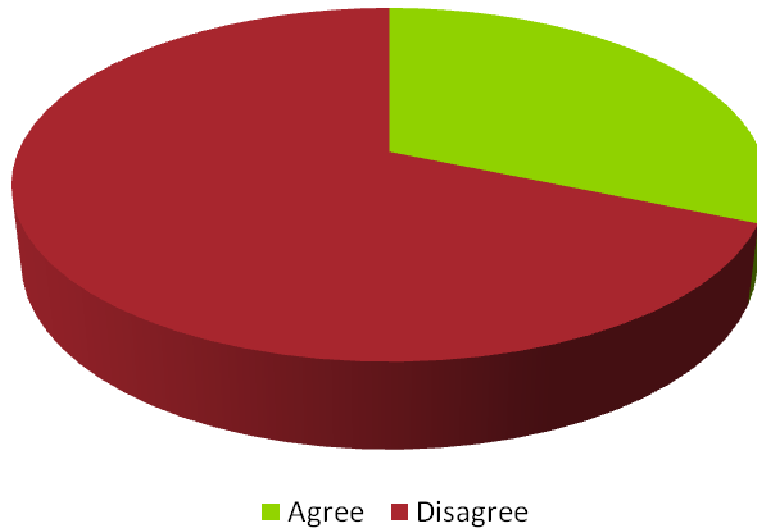
Key themes emerging from consultation:

- Green Belt
- Perfect site for development, close to local schools and good vehicular access.
- More traffic congestion
- No reason given for rejection
- No development needed
- Outside the natural boundary of the town and is therefore in danger of encroaching into the neighbouring rural area of Bexton whilst also closing in on the motorway.
- A very large plots may be could be partially used.

Site R: Land to the west of Blackhill Lane

Do you agree or disagree with site R as a potential area for future development

- 74% of respondents answered this question
- Agree (31%); Disagree (69%)



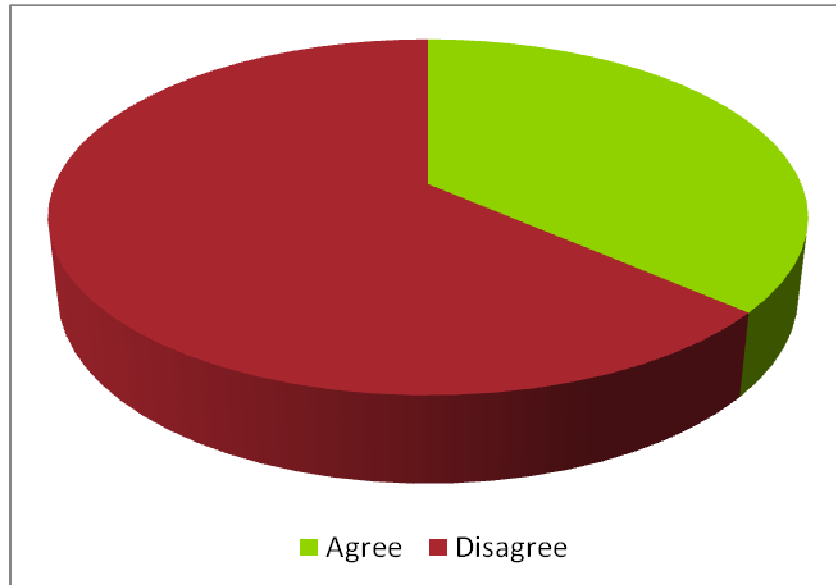
Key themes emerging from consultation:

- Limited impact on residents and provides options to spread the impact across knutsford. Current preferences are an unfair impact on the North East of the town.
- Small developments of affordable housing in keeping with the local area.
- Why are there no reasons given in the document for the unsuitability of these sites?
- Farmland- Green Belt
- Need to know reasons for the rejection of the site
- The traffic, the effect on existing houses, the lack of infrastructure
- Crown Estates?
- Very small amount of housing allowed
- Potential to develop playing fields

Site S: Land to the west of Knutsford Academy (Lower School)

Do you agree or disagree with site S as a potential area for future development

- 75% of respondents answered this question
- Agree (36%); Disagree (64%)



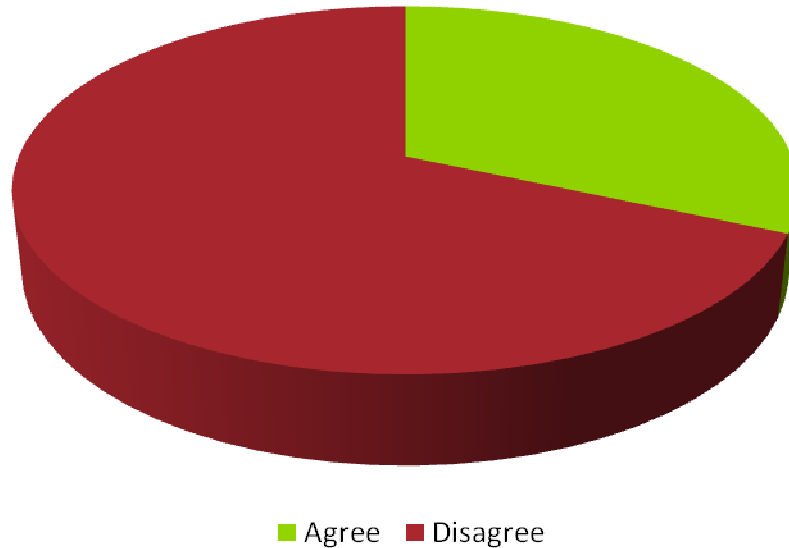
Key themes emerging from consultation:

- Perfect site for development, close to local schools and good vehicular access.
- School may need land to expand e.g. playing fields
- Green Belt
- The road network would not cope
- Why was the site deemed “not suitable”, no reasons given
- Pylons - noted risk and restriction to development in proximity of pylons.
- More information about viability needed

Site T: Land to the south of Northwich Road

Do you agree or disagree with site T as a potential area for future development

- 75% of respondents answered this question
- Agree (32%); Disagree (68%)



Key themes emerging from consultation:

- Why are there no reasons given for “unsuitability”?
- Small housing developments only in line with footprint of the town
- Green Belt
- Much is school playing fields
- Does not impact on residents and good connections to motorway without diverting traffic through the town.
- Could use part of the site
- Pylons

Q5 Other Sites

Are there any other sites that you would like to consider for potential development?

Site Address	Site Description	Development Proposed:	Comments
All land between sites S,T and A up to the M6 motorway	Open fields with excellent vehicular access and within walking distance of the town centre.	Mixed Use	
All your areas are too large; you might have better results if you tripled the amount of options. Also how do you justify marking off these areas, what are your design parameters? The plan just looks like someone had an afternoon free and a red pen, very little thought has gone into this at all.			
Knutsford Town Centre		Mixed Use	Retail, housing and employment possible. Bypass. Developments will not bring trade but chaos.
NO LAND Should be taken from the greenbelt. No site is acceptable.	NO LAND Should be taken from the greenbelt. No site is acceptable.		NO LAND Should be taken from the greenbelt. No site is acceptable.
Let's see the private land of all the council members being developed in blocks of flats before we eat into greenbelt land.	All property owned by council members.	Mixed Use	
1. Tatton Street - car park area		Mixed Use	1. Re-build of new cinema / theatre / civic centre with shops and offices and housing under ground car park.
2. Toft Road - shops / civic centre, cinema and petrol station			2. Shops, restaurants, offices - set back. Alfresco eating, tree planting and underground car park.
3. Fire Station site			3. Housing
Land bounded by M6 , Railway, Knutsford high School, Sudlow farm	Crop fields but not of much ecological value.	Mixed Use	
Why not put everything in one place and extend sites H, I and J towards Mobberley, far	So far as I know its open land to ether side of the railway (future metrolink?)		

less disruption for the rest of the town and it meshes into current / planned mixed use areas.			
Egerton Primary school site	School site and playing fields	Housing	Shared equity- mews houses, small block of flats and a few bungalows and if space a small playground nearer to Booths end. This site is central to the town so ideal for the elderly and starter homes. The school could be moved to site C/D allowing expansion.
The rear of Red Cow / Sessions House off of Canute Square - both sides.	This should be developed into new town square area with demolition of Red Cow to provide 2 sided row of shops opening to new square at back. Vital for town development. Keep front of Red Cow only.	Mixed Use	Including housing.
Land between the A50 and Mereheath Lane to the North of Site C; and Land to the North of Sites F and Gate Parkgate	Logical extension to these sites to establish the natural defensible boundary of the greenbelt	Housing	
Land to the North of Site F	There is an element of land which has not been included in any options, close to park gate and site G and directly above site F. Development here would seem to make sense up to the natural boundary/tree line	Mixed Use	
The land to the north of site F	Site F has an area of land above it that runs up to a natural boundary. I believe this site should also be considered for development.	Mixed Use	
Knutsford High Lower School - I have been told that 50% of the children going to Knutsford High School come from outside of Cheshire East, i.e. Trafford...Could the council Potentially explore lowering this number and then using the land that Lower School is on to build extra housing.??		Housing	

			Not clear to me which is potential sites for housing and which for mixed use
Yes Crewe Congleton Sandbach.			
Wilmslow	Wilmslow	Housing	Go and build in Wilmslow - they like their residential areas and highly commercial town centre which they have spoilt - businesses continuously close and shops remain empty because the town was too greedy in their expansion. Look at Wilmslow and decide if we really want to end up like that.
Longridge and Shaw Heath	Primarily a housing Estate that needs Sports and Leisure Facilities	Other	Sports and Leisure Facilities
I suggest those industrial units which are not used in the Longridge trading estate are used for housing development. There are no suitable green field sites. The whole point of Knutsford is it is a rural town. Lets keep it that way and not spoil a rural area for the sake of money in developers pockets.		Housing	
You have so far turned down development on brownfield land off King Street - sorry can't remember the name, itsYard I think, where Cheshire Mowers were and this would be perfect for low cost town houses. Also the end of the Moor by the railway line to the private car park		Housing	
No. Knutsford not suitable for either housing or employment development at this time. I have seen no research that suggests there is any demand for this and have had no benefits of any such development explained			
Junction of Green Lane And Manchester Road Knutsford	The site is approx. 6/10 of a hectare, and presently has a set of green houses (disused) one dwelling property (disused), and a set of outbuildings.	Housing	This site could take 12 to 18 housing units.
Study of urban extension to west/south west of the town centre should be considered as an alternative to series of smaller sites around centre which cannot provide any strategic infrastructure improvements to mitigate impacts of development or relieve town centre of through traffic. A strategic site in this area could provide new crossing of rail line which is fundamentally needed if traffic levels to be reduced at critical junction of A50 at Adams Hill and along King Edward Road. West side of town has best links to M6. West side best access to High School West side as close or closer to rail station and bus station as other areas West side nearest leisure centre			
Caesars cottages site knocked down by Aldi. Proposed developments at the yard site at the scout hut near the Moor. Villages on the outskirts of Knutsford may need further housing to relieve pressure on Knutsford and boost the sense of community and economy within these villages. The infrastructure problems could also be solved by investing in local schools and health facilities previously closed.			

There is a derelict garage in the centre of Ashley, and one in Mobberley approximately 200m from the Chapel House Inn near the railway bridge on the back way to Wilmslow. If you need to know exactly where this is, please contact me by email.

The former Allen and Appleyard building - could this property be converted into residential properties rather than being another public house. Area of land behind booths - could this be used for car parking if extra car parking is so desperately required. It is not a public open space which is used regularly.

Peover hall estate Over Peover Knutsford	This is a self contained site that is not unlike the ones developed in the 70's around Knutsford.. Over Peover needs further development to support its 2 pubs and school. it needs to support a medical centre as the existing population ages and grow its leisure facilities The displacement of a single family would be balanced against the new homes and potential complaints of 11000 Knutsford residents to further developments. in a world of no vested interests where planning was genuinely about social cohesion and sustainability on green field sites, it would make huge sense for Cheshire. it would offer population support and footfall to Chelford business and Holmes Chapel as well as Knutsford..	Mixed Use	The hall could be a hotel or sheltered flats for employment there is room for rural business units as well as a medical centre, There is a rural landscape that can be very sympathetically suited to a full range of mixed developments, It is a natural hub for buses feeding Chelford and Macclesfield, or south to Holmes Chapel.
--	--	-----------	---

My only comment is that the council should undertake a detailed study of unused rooms which exist above all the shops in Knutsford to examine to what extent additional accommodation could be provided in the town centre for singles/couples.

None - see previous comments regarding traffic at peak times.

Aldi Site- we do not need another supermarket.	Mixed Use
--	-----------

Academy (Lower School) site. Toft Cricket Club site.	Academy (Lower School) site could be developed if Lower School is relocated to site T and part of S. Toft Cricket Club has been excluded from site M but other sports facilities have been suggested for development. A more consistent approach is needed. Cricket Club site could be developed if Cricket Club could be relocated.	Housing
--	--	---------

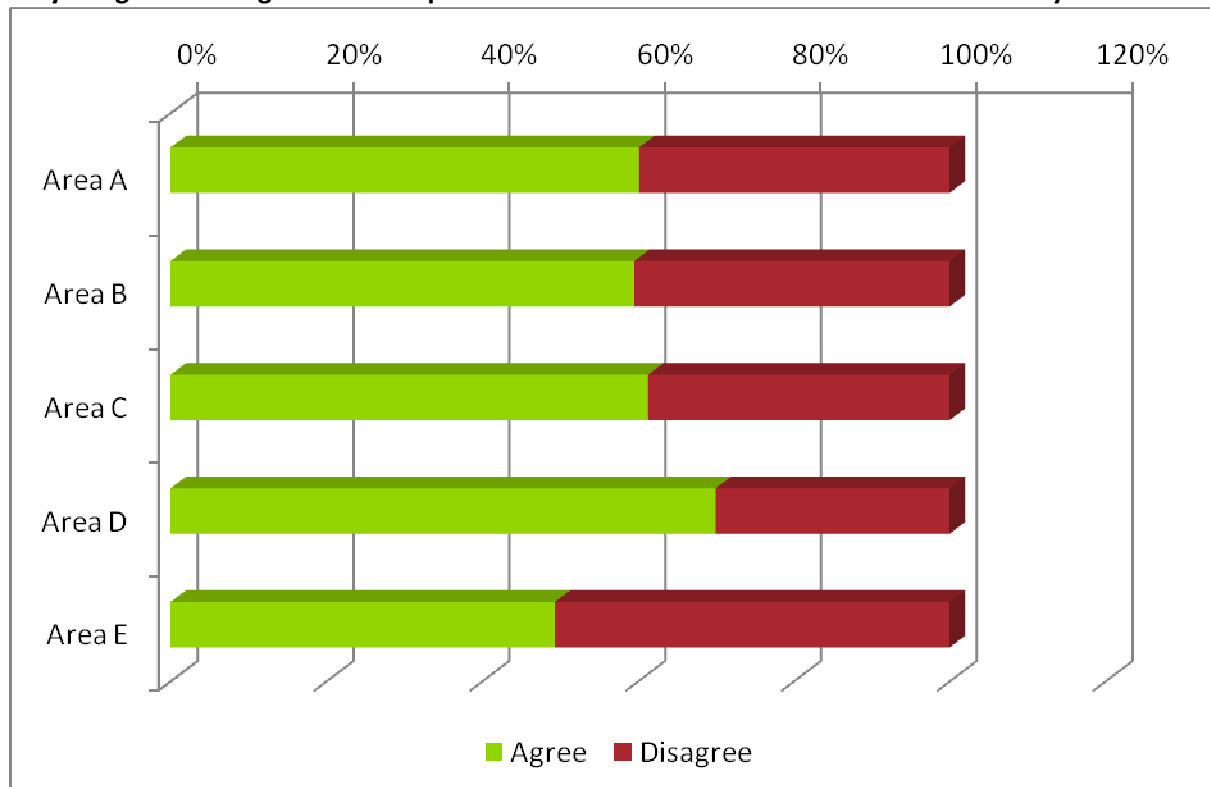
Yes. Brownfield sites in surrounding towns.	Brownfield		Employment and housing if it can be proved without doubt that it is needed.
Aldi site for houses, we don't need another supermarket.	Town centre location.	Housing	Housing on the Aldi site if you think we require more housing.
Booths Hall	Sparsely populated and under used site	Housing	
	brown field sites	Mixed Use	Any development needs to be proportionate to the needs of people that live in Knutsford and extra resources and employment need to be created for each individual that any housing development would add to the population of Knutsford.
Bexton Road, Hospital site (Community Hospital)	This is a potential site for a new health and wellbeing centre, or if it is located elsewhere (Location D and F being the current preferred sites), then the hospital site could become good for housing.		
Altrincham and Northwich, rather than build on prime agricultural land on the edge of Knutsford.			
Use any brown field sites or unused houses.			
Tatton Street and King Street car parks	Council owned surface car parks.	Other	Both car parks could be decked and fronted by housing (onto Tatton St and Moor) with no loss of car parking (possibly more) in order to repair these gaps in the townscape. Both car parks are probably the worst scars in the fabric of the town centre. Appreciate contamination land issue on Tatton Street car park(£), but to leave them as they are is short-sighted. The Council should be taking the initiative to provide an innovative design/development solution here.
The plan mentions Knutsford being an historic town but no mention of how much Knutsford should grow. Will growth be 6000 homes or 60,000. Also no mention of private housing. The figures of 460 - 1200 are all affordable housing. Renovation of unoccupied housing is not mentioned and the town centre could end up with no houses at all.			
	Land to the south of site Q (see	Housing	

email sent to LDF team on 02/05/2012) .This was a site put forward by Ads-Plan Ltd in an e-mail to the LDF team dated 2 May 2012. The view is taken that it should be given serious consideration if sites Q,P and O are identified for future development as it would provide a further opportunity for development on the western side of Holmes Chapel Road in a southerly direction.			
Land between Lilybrook Drive and Sanctuary Moor.	Derelict field. Former small holding. Suited for housing for elderly due to proximity to town centre and quiet location.	Housing	
Bexton lane site urgently needs to be fully reopened for use as intermediate hospital care ward and day respite and assessment centre for people with confusions and dementia. Also local hospital facilities need to be extended beyond 9-5 weekdays only. To include more consultants and minor injuries and out of hours units.			
We do not want Knutsford to be developed anywhere beyond its current boundaries. Any further expansions will be to the detriment to the charms of Knutsford, its inhabitants and businesses. Knutsford is blessed to be surrounded by beautiful greenbelt land and ancient woodlands which should be respected and retained at all costs.			
High Legh - it needs a community feel that infrastructure would bring and I think residents would welcome facilities.			
Junction of Green Lane And Manchester Road Knutsford	The site is approx. 6/10 of a hectare, and presently has a set of green houses (disused) one dwelling property (disused), and a set of outbuildings.	Housing	This site could take 12 to 18 housing units.
			Just leave our town alone !!
Junction of Green Lane And Manchester Road Knutsford	The site is approx. 6/10 of a hectare, and presently has a set of green houses (disused) one dwelling property (disused), and a set of outbuildings.	Housing	This site could take 12 to 18 housing units.
Feels like there's nothing else and that all the open space that defines our town will no longer be open if developed.			
Either side of Northwich Road between Knutsford and the M6.	This is a greenfield site.	Mixed Use	
Infilling around current areas of development.		Housing	
Aldi site		Housing	I think the proposed Aldi site would be better used for

			accommodation. These could go fairly high, and would be very close to the train line and the town centre. It could incorporate a convenience store (preferably an independent delicatessen rather than a chain store) about where Autoden is.
Infill town back-land areas e.g. at Heritage Way.		Mixed Use	Housing (flats) and shops
Office buildings behind Bentley - they have been unoccupied since being built so surely constitute a brown field site now.	Car park and empty office blocks.	Housing	
It is not within Natural England's remit to promote or otherwise suggest any other sites that may be suitable for development.			
Cllr's back gardens			
Little Heath			car park
Land to the north of site F to follow the existing natural boundary.		Mixed Use	
T, S, R, Q	These sites could link Northwich and Toft Rocks, diverting traffic from town centre.	Mixed Use	Small housing developments rather than large block of non-descript units.
			none - no other brownfield sites other than old court house
Any brownfield sites should be re-developed as appropriate before green field areas or even corridors.			
On behalf of local conservation architects, Batley Architects. Their specific land interest is the car park at Moorside, Knutsford, which is a previously developed site located in the heart of the town. The site is proposed for a small-scale, high quality residential development, but has not been consulted on.			

Q6 Knutsford Town Centre Boundary

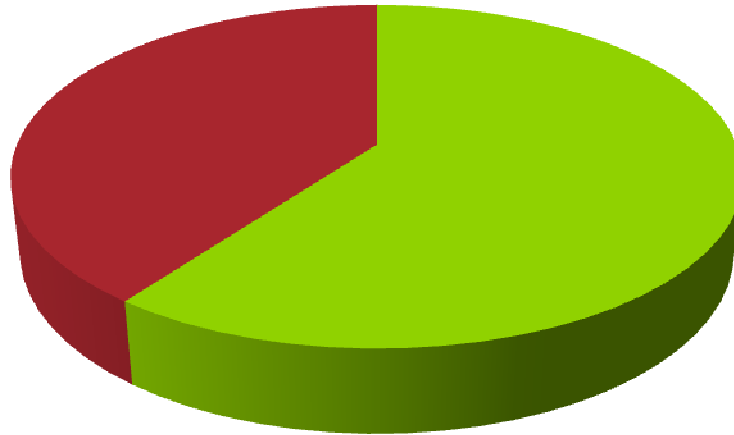
Do you agree or disagree with the potential amendments to the town centre boundary?



Area A: Residential areas around Albert Street

Do you agree or disagree with the potential amendments to the town centre boundary at Area A?

- 63% of respondents answered this question
- Agree (60%); Disagree (40%)



■ Agree ■ Disagree

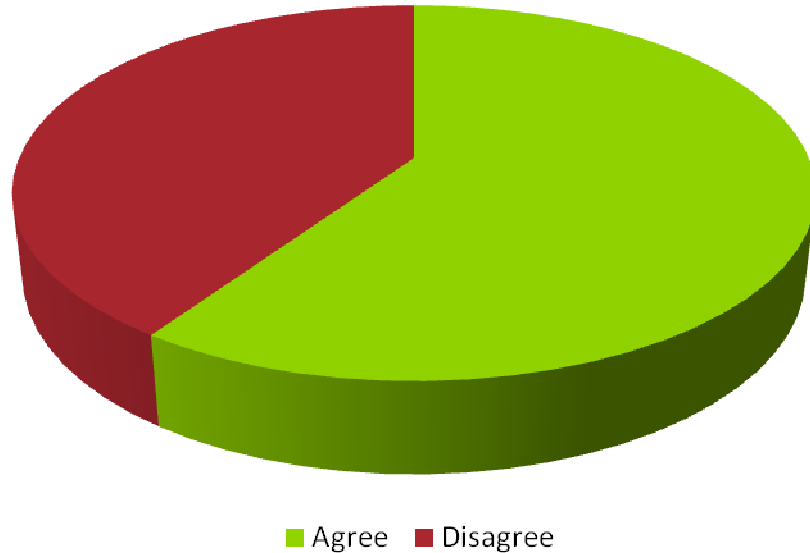
Key themes emerging from consultation:

- No need to change town centre boundary.
- What's the point of this redesignation what does it achieve?
- Do understand the implications/ meaning? Not explained
- This is mainly residential development and there seems to be little point in continuing its designation as part of the town centre.
- As long as in keeping with heritage of town.
- The area should not have been included in the first place
- Enhanced footpath and cycle routes connecting the residential and town centre areas would be of benefit to the town in promoting sustainable movement networks and promoting a healthy community.

Area B: Residential areas around Egerton and Ruskin Court

Do you agree or disagree with the potential amendments to the town centre boundary at Area B?

- 63% of respondents answered this question
- Agree (60%); Disagree (40%)



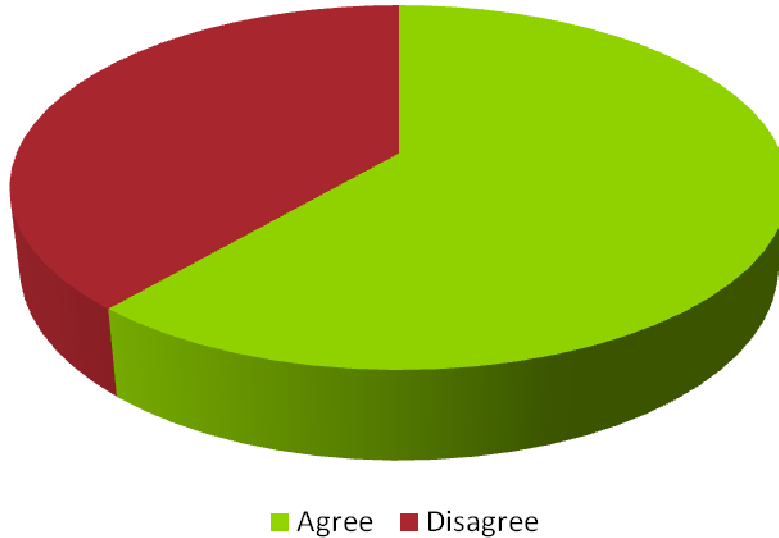
Key themes emerging from consultation:

- Tightens up town definition - logical.
- What's the point of this redesignation what does it achieve?
- The boundary should be amended to protect these residential areas from development.
- Agree in principle
- As long as in keeping with heritage of town.
- These are Grade II Richard Hardy Watt area should be in town centre as it always has been.
- I would not want to see the possibility of "car parking opportunities" or other town centre-related activities.
- Should this not be Egerton Square and Ruskin Court.

Area C: The Moor and car park

Do you agree or disagree with the potential amendments to the town centre boundary at Area C?

- 63% of respondents answered this question
- Agree (61%); Disagree (39%)



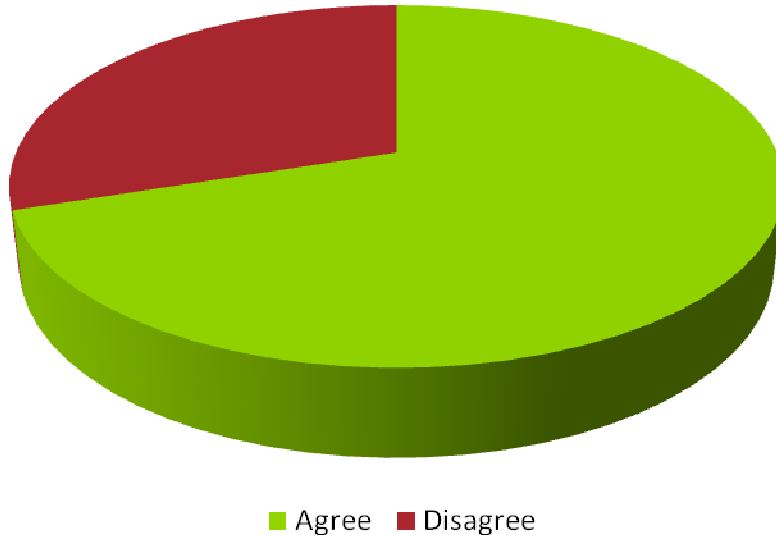
Key themes emerging from consultation:

- This is a public open space on the fringe of the built up area of Knutsford town centre and is distinct. It could just as easily fall into the Crosstown conservation area.
- A community facility
- The Moor has to be protected from development if it is to be part of the town centre.
- The Moor needs to be lit and have CCTV for safety as a recreation facility/ open space.
- I would only agree providing that no significant areas would be tuned into intrusive car parks.
- Implications are not clear
- Already in town centre conservation area

Area D: Area around the proposed Aldi and its car park

Do you agree or disagree with the potential amendments to the town centre boundary at Area D?

- 63% of respondents answered this question
- Agree (70%); Disagree (30%)



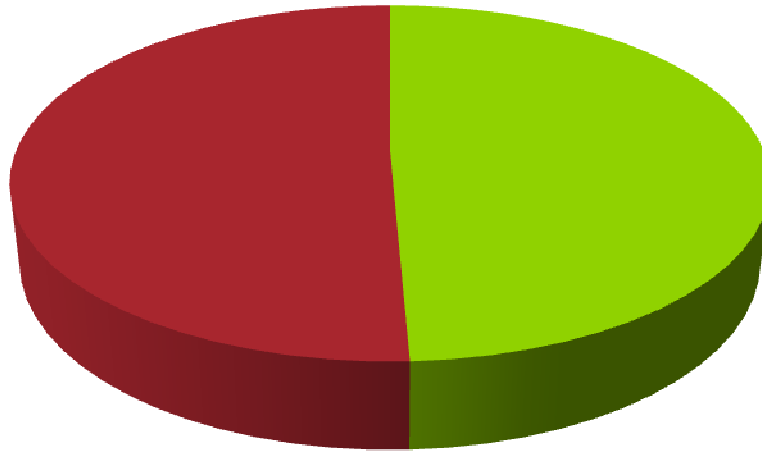
Key themes emerging from consultation:

- Aldi should never have been allowed to build here as the roads are already too congested
- In characterisation terms this is not town centre and still won't be even if Aldi is built.
- Given the development that has been approved this is logical.
- It is not clear why you want to change the town centre boundary. So I can't see any advantage to the change.
- Enhanced linkages between the existing town centre and the proposed Aldi and its car park will encourage more sustainable transport networks.

Area E: Area around Egerton Primary School

Do you agree or disagree with the potential amendments to the town centre boundary at Area E?

- 63% of respondents answered this question
- Agree (49%); Disagree (51%)

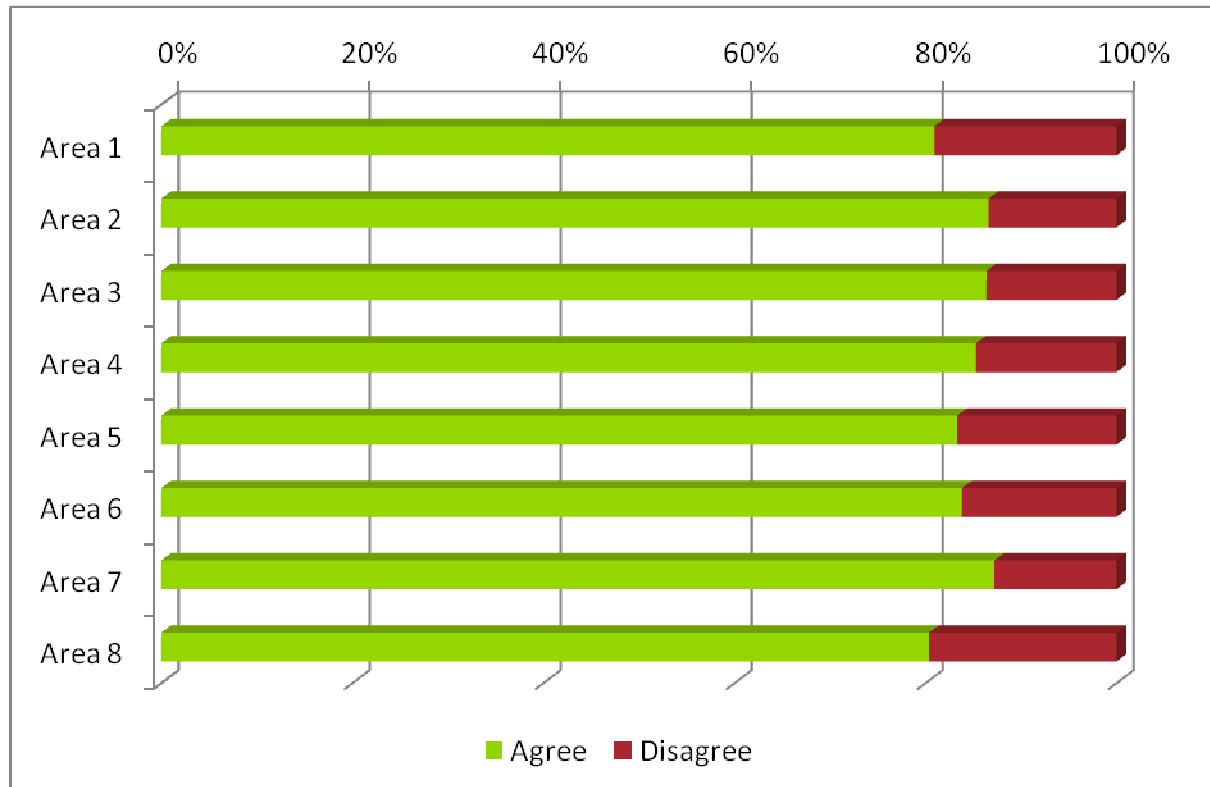


■ Agree ■ Disagree

Key themes emerging from consultation:

- Don't fully understand the implications.
- Why does the school need to be included in a town centre unless plans for redevelopment which should be a completely different question.
- If this area were in the town centre, I am concerned it would be vulnerable to retail development.
- There is no obvious reason to include the dwellings and the school site the town centre and none is given. It opens up the potential for 'town centre uses' on what should remain either residential or open space. The heritage buildings along Gaskell Avenue could fall prey to conversion to 'offices' etc if this is adopted.
- The proposal implies that the school site is a candidate for development. if so it should have been included as a development option.
- Gaskell Avenue is part of the Georgian Inheritance.

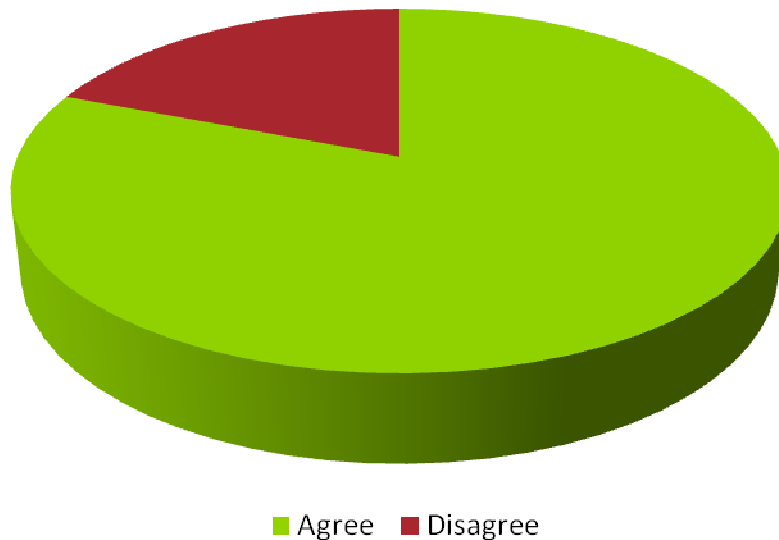
Q7 Do you agree or disagree with the potential improvement or redevelopment areas within the town centre as set out in the draft Knutsford Town Strategy?



Area 1: Canute Place

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 1?

- 69% of respondents answered this question
- Agree (81%); Disagree (19%)



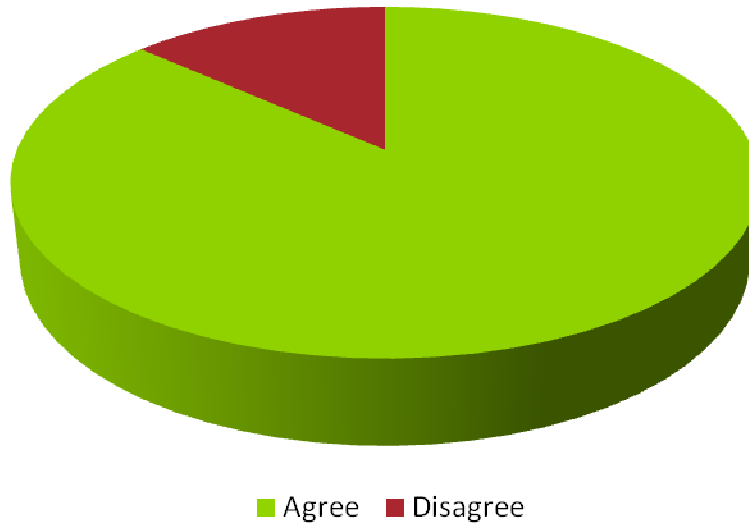
Key themes emerging from consultation:

- Should be prime candidate for development due to its visibility
- Demolition of dreadful 60's development should be a priority
- Car parking should not become the dominant use.
- As long as the developments are entirely consistent with the character of the town
- No detail given, hard to comment
- Careful traffic management needed given increased housing numbers proposed

Area 2: Market Hall

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 2?

- 69% of respondents answered this question
- Agree (87%); Disagree (13%)



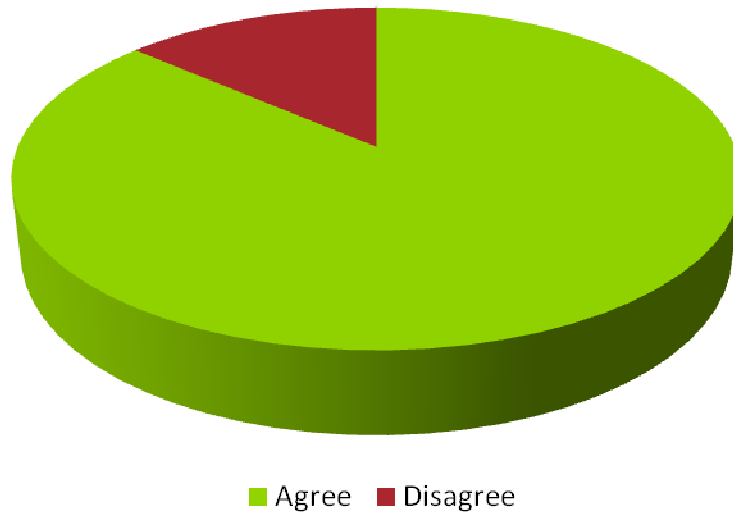
Key themes emerging from consultation:

- The market is important and historic but needs updating and improving also being open longer.
- Need details to be able to comment
- Only IF the current market stall holders are involved and valued - our traditional market is sustained by local traders - often family businesses which serve the town well and provide low-cost good food options.

Area 3: Silk Mill Street area

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 3?

- 68% of respondents answered this question
- Agree (86%); Disagree (14%)



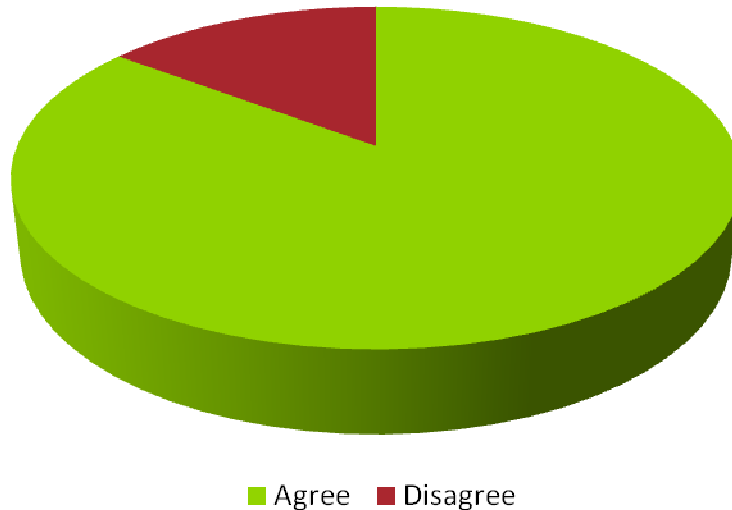
Key themes emerging from consultation:

- Leave things alone
- Needs to work closely with the Market Hall
- No details provided to enable comments
- This works well as a car park and market area

Area 4: Rail Station area (north of rail line)

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 4?

- 68% of respondents answered this question
- Agree (85%); Disagree (15%)



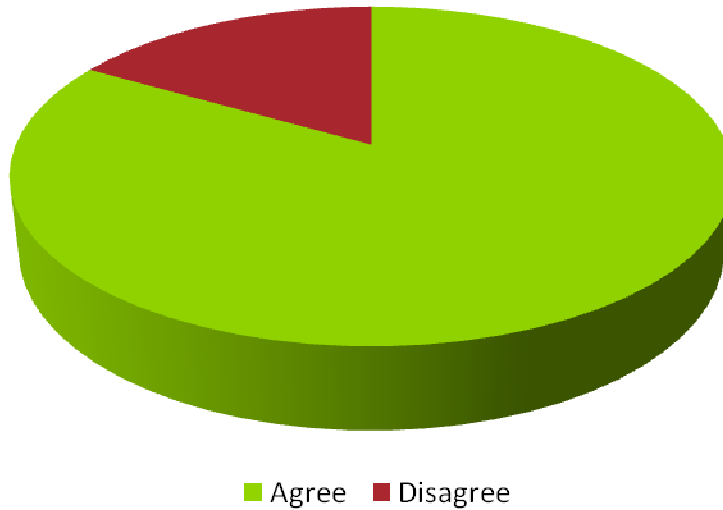
Key themes emerging from consultation:

- No details supplied as to what improvements are envisaged
- Isn't Canute Court fully leased and thus not in need of redevelopment
- Room for improvement
- The town could do with a major parking review, and any such review should include provision for workers as well as shoppers and residents.
- Any sensible improvements to this station area should be considered.
- Multi storey car park?

Area 5: Adams Court (east area)

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 5?

- 65% of respondents answered this question
- Agree (83%); Disagree (17%)



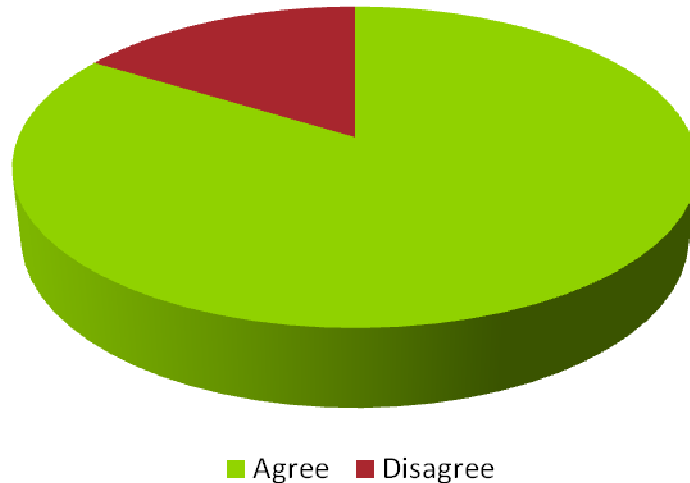
Key themes emerging from consultation:

- Not disabled friendly parking here
- A lot of potential but not much description of what might be done.
- As long as in keeping with heritage of town.

Area 6: Adams Court (west area)

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 6?

- 66% of respondents answered this question
- Agree (84%); Disagree (16%)



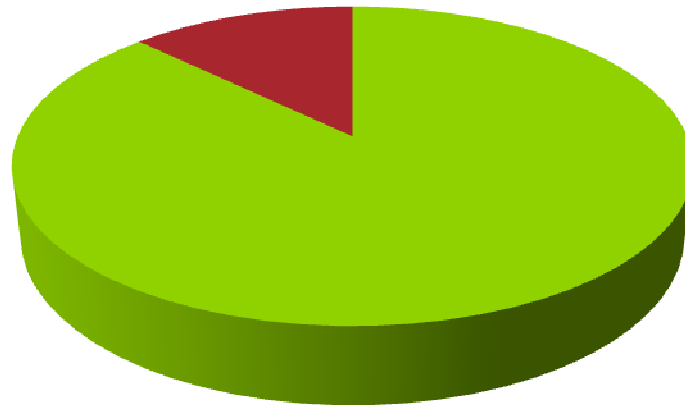
Key themes emerging from consultation:

- Only improve car parking if it is to be used to encourage the use of the rail station.
- Not a lot of detail has been provided in the document - it's a bit vague other than developments for parking.

Area 7: Rail Station area (south of rail line)

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 7?

- 66% of respondents answered this question
- Agree (87%); Disagree (13%)



■ Agree ■ Disagree

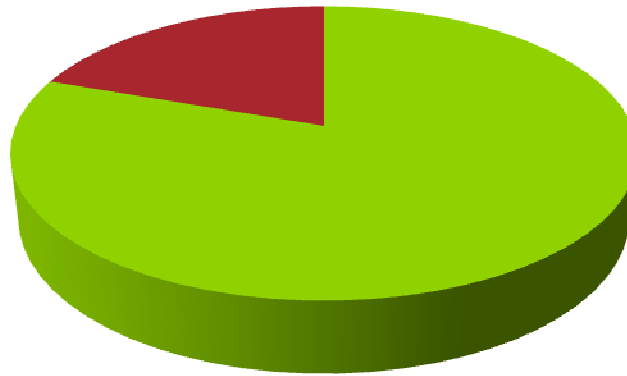
Key themes emerging from consultation:

- What was the actual proposal? We need quality, clear information to base a decision on. We haven't had that. Leave things alone.
- Agree this area could be used more and made more attractive.

Area 8: Sessions House

Do you agree or disagree with the potential improvement or redevelopment within town centre Area 8?

- 68% of respondents answered this question
- Agree (80%); Disagree (20%)



■ Agree ■ Disagree

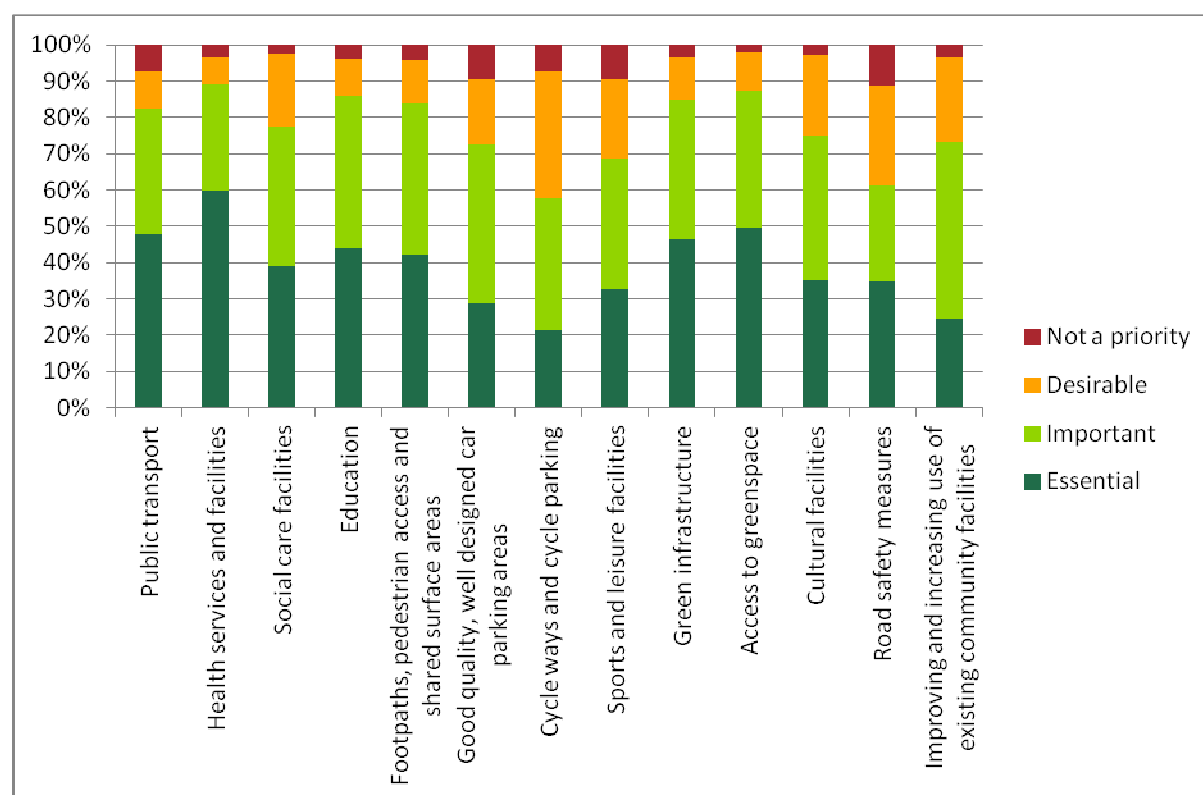
Key themes emerging from consultation:

- Retain and don't alter this important historic building
- Could be redeveloped sympathetically as long as character is preserved
- Plenty of potential uses if it ceases to be used by the courts
- Cobbles on the forecourt must be retained

Q8: Infrastructure Priorities

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

	Essential	Important	Desirable	Not a Priority
Public transport	48%	35%	10%	8%
Health services and facilities	60%	29%	7%	4%
Social care facilities	39%	38%	20%	2%
Education	44%	42%	10%	4%
Footpaths, pedestrian access and shared surface areas	42%	42%	12%	4%
Good quality, well designed car parking areas	29%	44%	18%	10%
Cycle ways and cycle parking	22%	36%	35%	8%
Sports and leisure facilities	33%	36%	22%	9%
Green infrastructure	46%	38%	11%	4%
Access to greenspace	50%	38%	11%	2%
Cultural facilities	35%	40%	22%	3%
Road safety measures	35%	26%	28%	11%
Improving and increasing use of existing community facilities	25%	49%	23%	3%



Key themes emerging from consultation:

Public Transport

- The Western Rail link to Manchester airport would be the single biggest project to improve Knutsford for decades

Health services and facilities

- Health services have depleted over recent years, and this must be returned to its previously good high quality provision, with Knutsford returning as a centre of excellence for care services such as dementia, especially being a town of a higher than average aging population.

Footpaths, pedestrian access and shared surface areas

- Further road safety measures to limit the speed and volume of traffic in mainly pedestrian areas
- Pedestrianisation

Sports and leisure facilities

- A new modern swimming pool
- Need to reinstate any sports developments lost through development

Green infrastructure

- Should include Tatton

Access to green space

- Maintain the Green Belt

Cultural facilities

- Improved broad band

Access to Parkgate

- Closure of Parkgate. It's in totally the wrong place for lorry access.

Road safety measures

- Build a bypass. Plans will overcrowd Knutsford.
- Improve the road network
- Reduce speed limits
- Resurface damaged roads
- Traffic calming
- Not shared surfaced
- Safe routes to school programme

Improving and increasing use of existing community facilities

- Community facilities such as the civic centre are being let to private company...no longer can be considered multi functional space for community too late to protect this one !
- Promote Knutsford Little Theatre with better signage

Q9 Additional Comments

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

Key themes emerging from consultation:

- Don't understand the town centre section
- The stakeholder engagement to date has failed to engage, not enough publicity and too short a consultation period
- This process has jumped to the end too quickly - focusing on development sites, generating probably nimby and anti-green belt anxiety negative thought processes when it should have been a time for positive forward thinking.
- There is no consideration or assessment of the current utility delivery.
- "not considered suitable" will not stand up to scrutiny for the sites considered
- Some of your statements are contradictory
- Hope it all works, thanks for taking the time to all involved, and great for public inclusion.
- Need a bypass, future traffic flows are not discussed in the Strategy
- Need to know the reasons for the choice of sites by the stakeholder panel
- Engagement with local residents needs significant improvement.
- Thoughtful well written document
- I strongly disagree with the size and scale of the identified development areas for Knutsford.
- The focus is on house building to comply with the requirement to have stock of land to develop on in East Cheshire, all dressed up as a town plan.
- The housing plan seems to be in isolation from any talk of increased schooling or doctors' surgeries.
- If any of the options set out in the various town strategies are taken forward into the Cheshire East Local Plan then that plan will be at considerable risk of being unsound on the grounds of deliverability and conformity with national policy.
- The plans length made it off putting for people to complete

The full version of all the comments received can be found in the "Draft Knutsford Town Strategy: Full Report of consultation" Available on the Cheshire East web site.

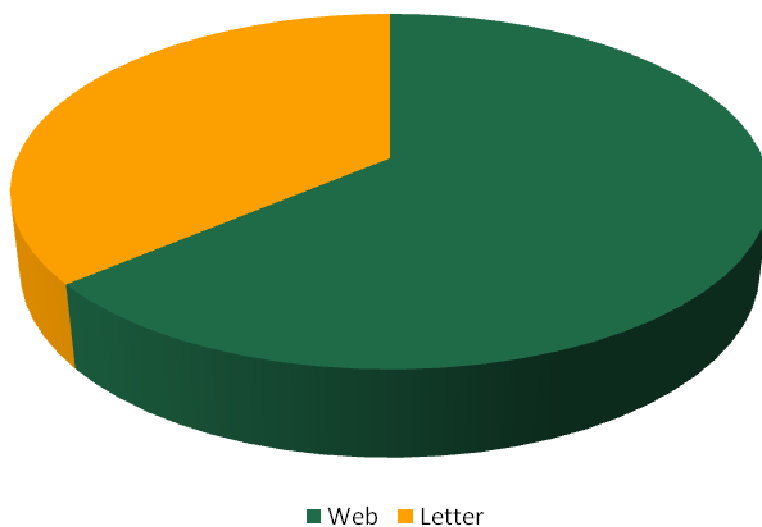
This page is intentionally left blank

Draft Macclesfield Town Strategy: Summary Report of Consultation

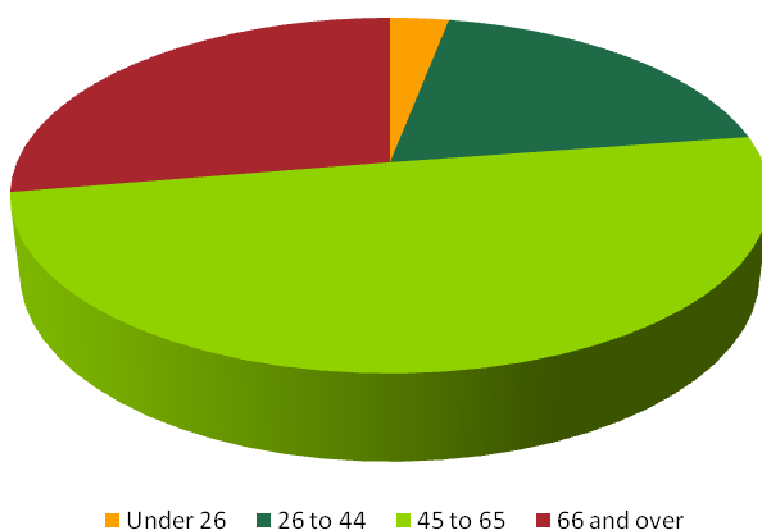
Overall Response

A total of **689** representations were received on the draft Macclesfield Town Strategy

64% of these were submitted online via the consultation portal; 36% were either via letter or by e-mail.



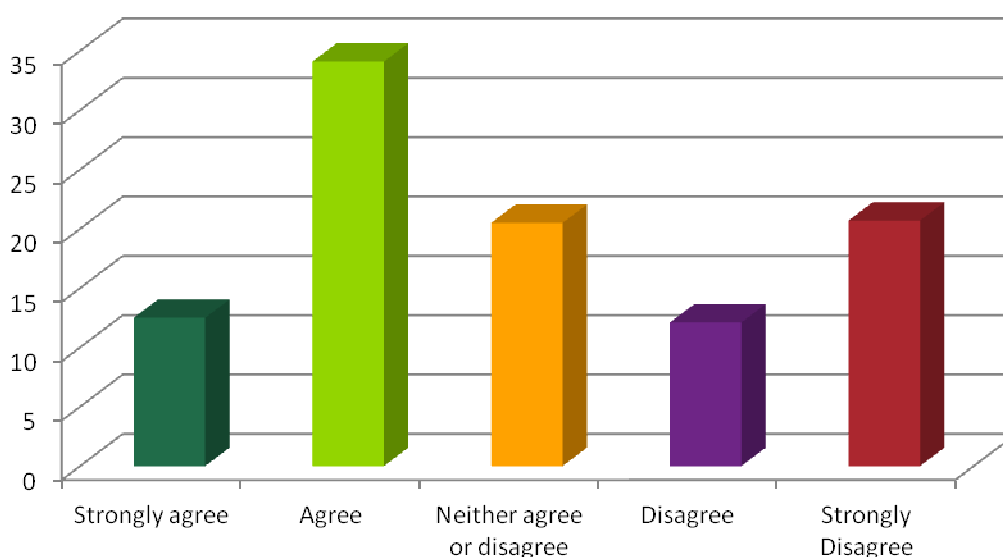
Of the 567 respondents who entered their age details, 3% of people who took part in the consultation were under the age of 26; 19.6% were aged 26 to 44; 49.3% were aged 45 to 65; and 27.7% were aged 66 and over.



Q1. Vision

Do you agree or disagree with the Vision as set out in the draft Macclesfield Town Strategy?

- 81% of respondents answered this question
- Strongly Agree (12.5%); Agree (34.2%); Neither Agree or Disagree (20.6%); Disagree (12.2%); Strongly Disagree (20.8%)



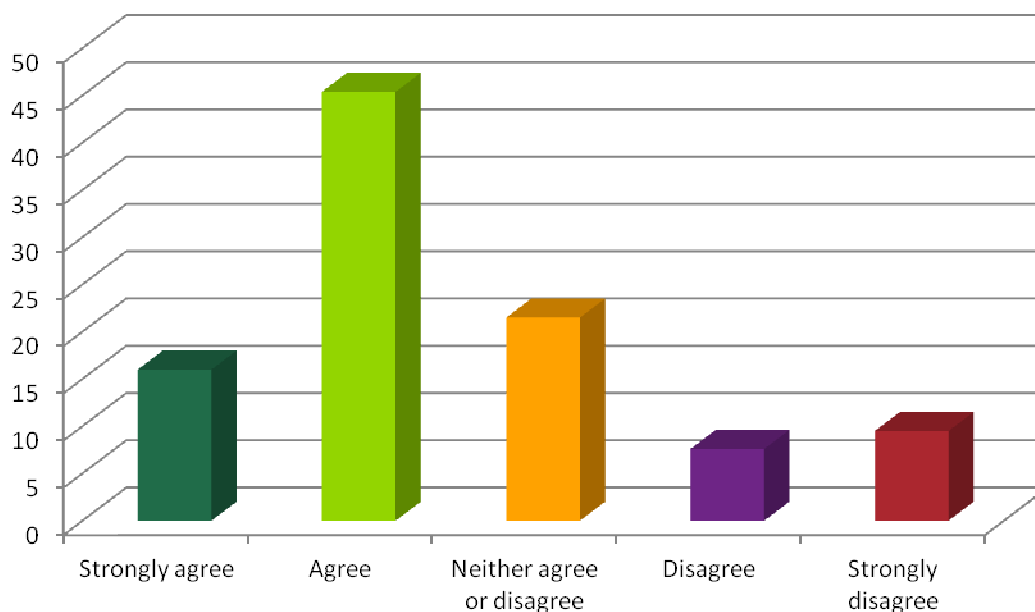
Comments Summary:

- Support for revitalising the town.
- Vision could be more precise and less vague
- Many objections are to the implementation of the vision (particularly housing development and loss of Green Belt) rather than the vision statement itself.
- Shopping needs to be concentrated on small businesses
- The vision is unclear and contradictory to the development proposals. Delivery will be expensive and impractical and seems to require loss of Green Belt
- Sustainable development, brownfield development and meeting housing needs of the community are important
- Support preserving the unique appeal, landscape setting and protection of the towns heritage and environment
- Macclesfield needs more people to support growth and to
- support investment in health and existing facilities
- All developments should be High Quality. Add “quality”
- Infrastructure must be improved to supporting sustainable lifestyles including sustainable transport
- Macclesfield's vision should be as a national/international silk centre, with high quality arts spaces and performance venues and thriving heritage buildings creating a vibrant town centre for both residents and tourist

Q2. Objectives and Strategy: Economic Prosperity

Do you agree or disagree with the Economic Prosperity Objectives and Strategy as set out in the Macclesfield Town Strategy?

- 76% of respondents answered this question
- Strongly Agree (16%); Agree (45.4%); Neither Agree or Disagree (21.5%); Disagree (7.6%); Strongly Disagree (9.5%)



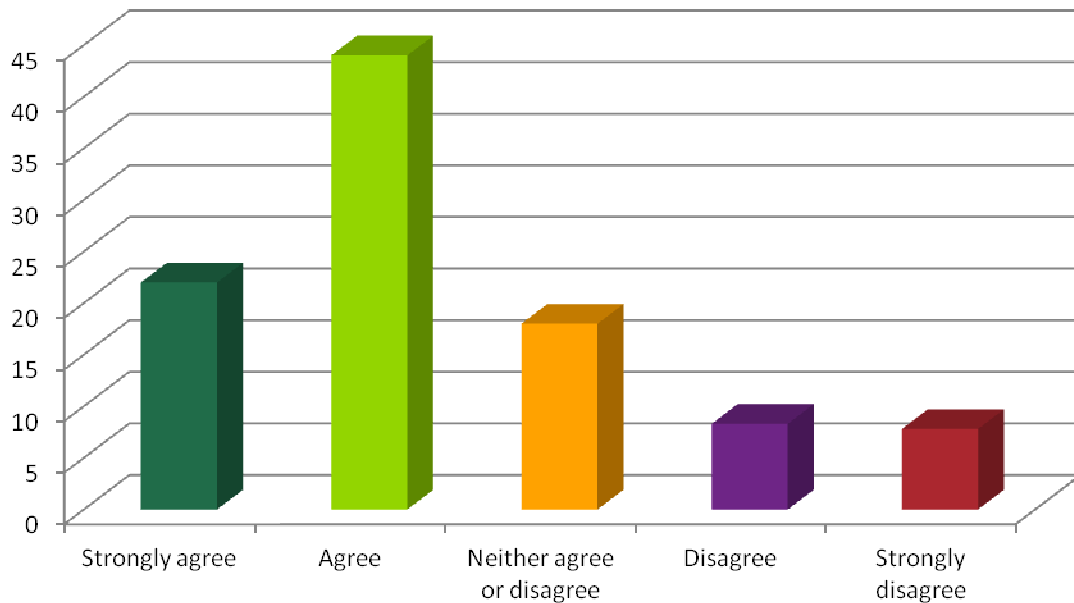
Summary of Comments:

- Promote and protect Macclesfield's identity as a Silk Town, its heritage and surrounding Green Belt to attract tourists and business investment
- Support for refurbishing and maximising the potential of existing buildings
- Mixed views on South Macclesfield Development Area particularly impact on town centre and Green Belt
- Support and improve the diversity of employment base to creating jobs and opportunities for local people and establish an economic identity
- Improve infrastructure to attract business, particularly transport links/infrastructure and (free) car parking
- Improving high-speed internet access to support more home working, hence less traffic and congestion
- Options are weighed too strongly towards dwellings. We need strong local employment to attract the people to live in the houses
- Policies should be suitably flexible to reflect changes in circumstances and the evidence base
- Link with Education
- Support low carbon employment opportunities and provide grants for energy-efficient refurbishment of buildings for employment uses

Q2. Objectives and Strategy: Town Centre

Do you agree or disagree with the Town Centre Objectives and Strategy as set out in the draft Macclesfield Town Strategy?

- 77% of respondents answered this question
- Strongly Agree (22%); Agree (44%); Neither Agree or Disagree (18%); Disagree (8.3%); Strongly Disagree (7.8%)



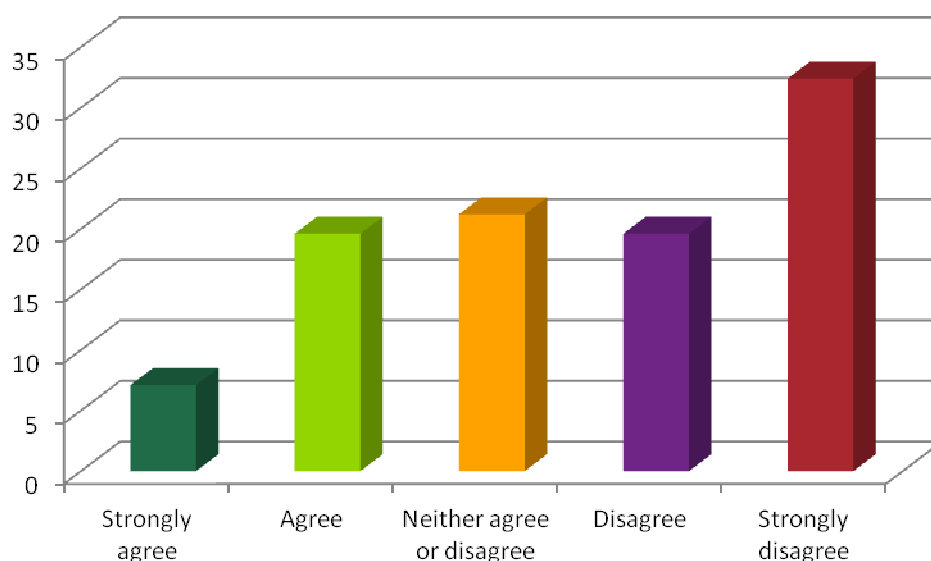
Comments Summary:

- Redevelop the town centre to mix/balance multiples traders, independent retailers and non retail uses. Build in flexibility and reduce rents
- Low price/free parking is key
- Make use of vacant premises for town centre residential use. Enhancing/increasing housing provision here is not reflected in the Development Options. Many feel the Town Centre proposal is a missed opportunity for increasing housing provision.
- Much opposition to the Town Centre proposal
- Opinion divided as to whether a multi screen cinema is needed. Concern on effect on Cinemac. Others think it is vital
- Improve facilities for the elderly and disabled
- Build on heritage and market aspects. Treacle Market very important
- Create, preserve and enhance views from the town centre to the Peak District hills
- Improve infrastructure, connectivity, linkages and signage including cycle routes
- Support town centre above out of town development
- Improving the visual appeal of the town is vital
- Increase/expand green open spaces – more trees and flower beds
- More emphasis needed on historic environment

Q2. Objectives and Strategy: Housing

Do you agree or disagree with the Housing Objectives and Strategy as set out in the draft Macclesfield Town Strategy?

- 79% of respondents answered this question
- Strongly Agree (7.1%); Agree (19.6%); Neither Agree or Disagree (21.2%); Disagree (19.6%); Strongly Disagree (32.4%)



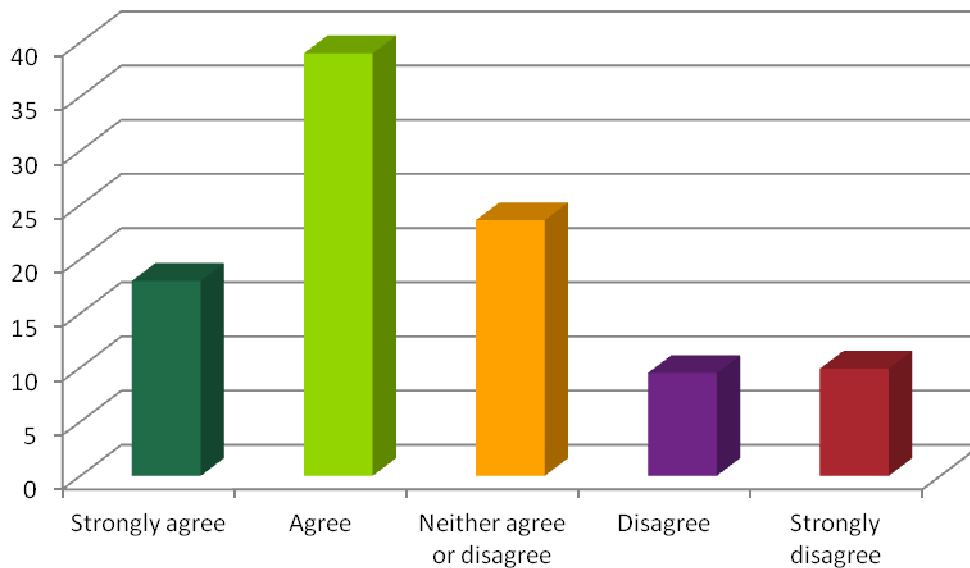
Comments Summary:

- Development on Green Belt land and conservation sites is not supported although recognition as need for growth is made
- The document does not make clear the evidence on which growth figures are based and the strategy is flawed
- Focuses on brownfield development sites first and use empty, disused and vacant sites
- Issue of impact of new development on existing infrastructure/ provision of new infrastructure. Particular issues are highways, schools and medical facilities but also water and sewerage, public transport
- High quality design in new housing developments is important
- Damage to countryside, environment and biodiversity
- New homes should be life time homes and 'green', and highly energy efficient/carbon neutral include Sustainable Urban Drainage etc
- Shortage of affordable/social/special needs homes, need for first time buyer homes.
- Suggest higher density housing required
- Development could have detrimental affect/destroy Macclesfield's unique character, landscape setting and economic prosperity
- Will increase commuting, reliance on cars. Where are the people going to work?
- New development must be sympathetic to the existing architecture

Q2. Objectives and Strategy: Access and Transport

Do you agree or disagree with the Access and Transport Objectives and Strategy as set out in the draft Macclesfield Town Strategy?

- 75% of respondents answered this question
- Strongly Agree (18%); Agree (39%); Neither Agree or Disagree (23.6%); Disagree (9.5%); Strongly Disagree (9.9%)



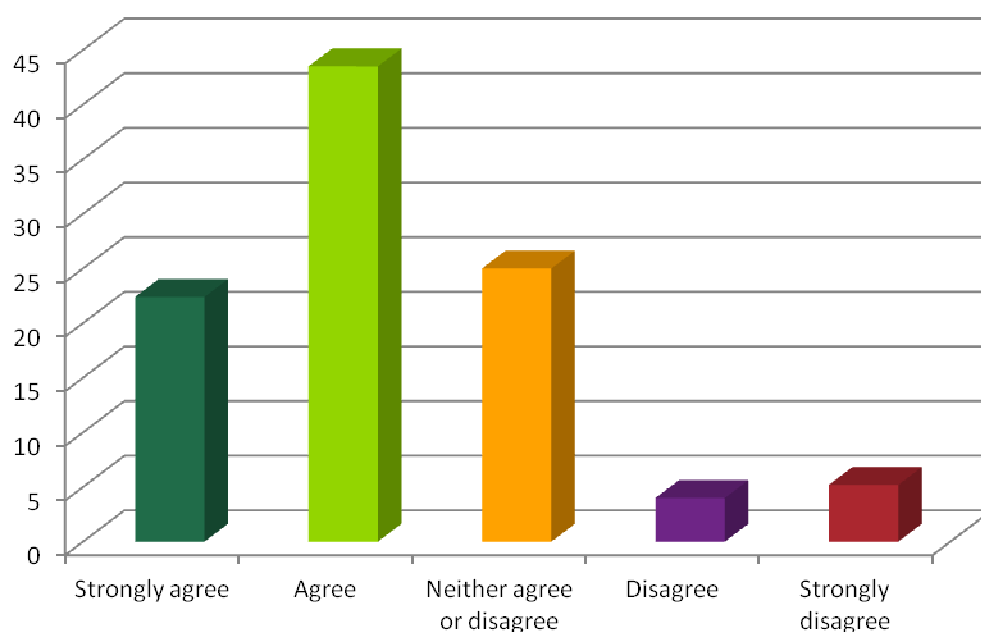
Comments Summary:

- Add – improve access to the countryside, links to parks and open spaces, Peak District
- Focus on better public transport, cycling and walking. Increase free car parking
- Rebuilding/improving railway station and links to it are a priority
- New housing will increase congestion
- Better links to Manchester Airport, M6 and networks outside Cheshire East are imperative if Macclesfield is to attract new business.
- More emphasis on sustainable transport needed – park and ride, green walkways, cycle paths, reducing use of car (and reducing green house gases), railway/tramway, link to Metro
- Improve bus services, particularly to town centre, leisure centre and hospital
- Road and rail are key to business success.
- Need intelligent parking solutions using technology
- Road maintenance required
- Opinion divided on new link roads. Some consider full link road required
- Ensure new multi storey parking is well designed

Q2. Objectives and Strategy: Community Facilities

Do you agree or disagree with the Community Facilities Objectives and Strategy as set out in the draft Macclesfield Town Strategy?

- 73% of respondents answered this question
- Strongly Agree (22.4%); Agree (43.5%); Neither Agree or Disagree (25%); Disagree (4%); Strongly Disagree (5.2%)



Comments Summary:

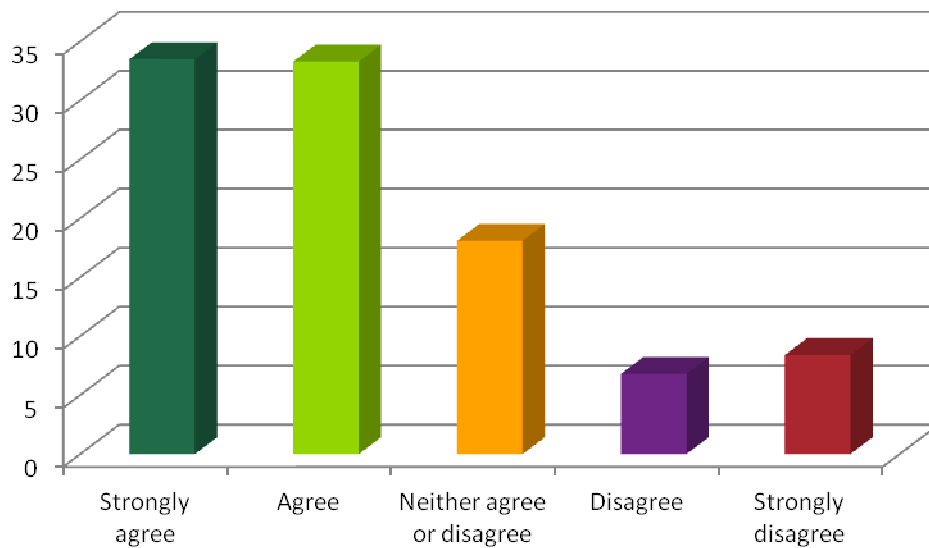
- Keep the Green Belt
- A cinema complex and more recreational facilities for young people are vital – including skate park, tennis courts, cycle lanes
- A purpose-built theatre/concert hall/entertainment venue and a cinema are desirable; the Heritage Centre is sub-optimal for this purpose.
- A senior citizens hall is important.
- Contradiction with development proposals and building on the Green Belt
- More allotments
- Special needs opportunities
- No confidence it will happen. Where/how will it be financed
- Community facilities for the disabled should be improved.
- Improve existing facilities
- Mixed opinion with regard to Macclesfield Town Football Club
- Encourage fitness and health e.g. subsidising
- Increasing housing/population will require significant increase in facilities

- Museums need reinvestment

Q2. Objectives and Strategy: Environment

Do you agree or disagree with the Environment Objectives and Strategy as set out in the draft Macclesfield Town Strategy?

- 73% of respondents answered this question
- Strongly Agree (33.5%); Agree (33.3%); Neither Agree or Disagree (18.1%); Disagree (6.8%); Strongly Disagree (8.4%)



Comments Summary:

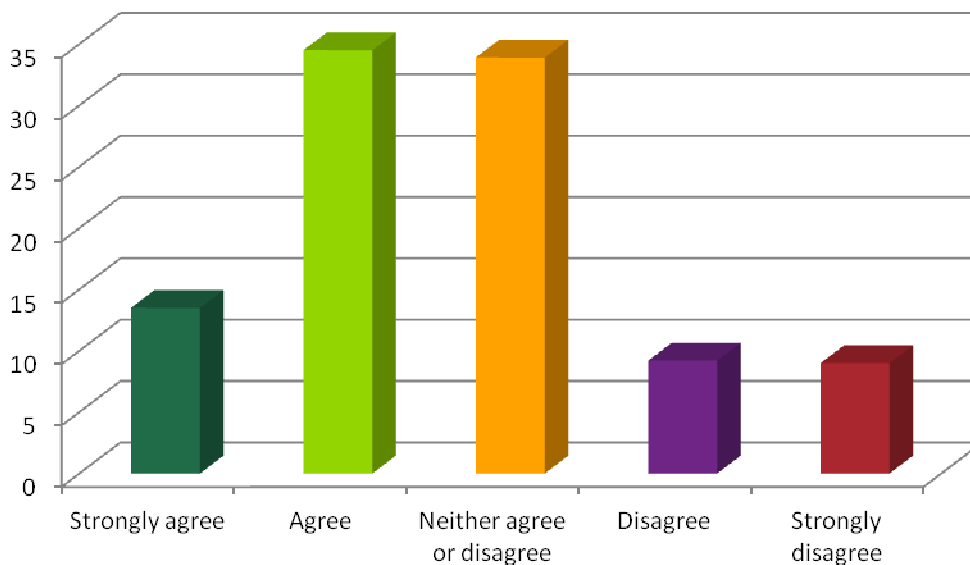
- Conflict with the Development options i.e. development of the Green Belt, increased traffic and proposing a bypass/link road
- Building 3,500 houses on the green belt is contradictory to the vision
- No to green field development, the countryside should be protected
- Positively manage and enhance built heritage
- Achieving high quality, sustainable development is important
- Key feature of Macc is the transition from the Cheshire Plain to Peak District – needs emphasizing
- No mention of public rights of way and sustainable transport
- Include reference to Listed Buildings, Locally Listed Buildings, Conservation area, Scheduled Ancient Monuments and Area of Archaeological Potential
- No mention of environmental quality or Green Belt, wildlife
- Support for making best use of brown field and derelict land and minimizing the development of green field areas. However conflict with NPPF.
- Does not go far enough - need to set out a positive strategy for conservation of the historic environment

- Existing facilities have reached capacity e.g. Macclesfield Forest, country lanes, leisure centre

Q2. Objectives and Strategy: Deliverability

Do you agree or disagree with the Deliverability Objectives and Strategy as set out in the draft Macclesfield Town Strategy?

- 71% of respondents answered this question
- Strongly Agree (13.5%); Agree (34.5%); Neither Agree or Disagree (33.9%); Disagree (9.2%); Strongly Disagree (9%)



Comments Summary:

- A bland statement which doesn't seem to identify anything concrete
- Agree with the need for ICT for homes and business, but disagree about the need to grow our population.
- Not sure that the plan is deliverable, given national financial constraints/economic climate, and that cost-saving compromises will cause serious damage to Macclesfield town and its surrounding environment.
- Not at the cost of the Green Belt and green field sites
- Realism required
- Not Macclesfield specific
- Include CEC working with community groups and employers
- Need more details and specifics
- If Macclesfield is to expand its size then adequate facilities must be provided
- Disagree Macclesfield needs to grow

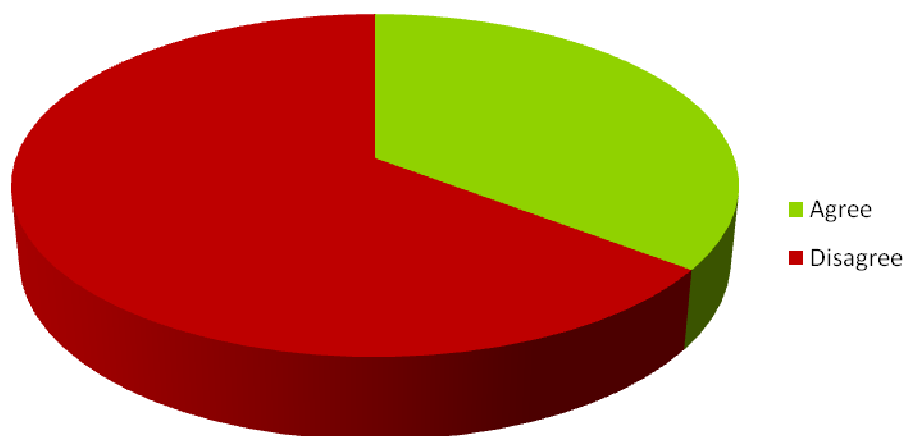
- Contradiction with preserving the natural environment and yet propose housing development
- The document is unclear and does not explain
- Objectives and Strategy do not relate

Q3. Potential Development Sites

Q3. Site A: Land to north of Birtles Road (Housing)

Do you agree or disagree with Potential Development Site A in the draft Macclesfield Town Strategy?

- 62% of respondents answered this question
- Of those that did respond: Agree (35%); Disagree (65%)



Comments Summary:

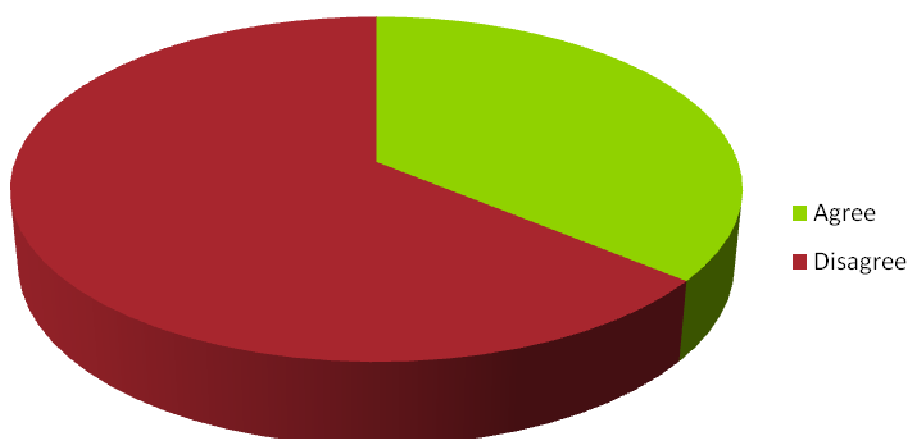
- Area should stay as green belt
- Will promote urban sprawl/urban extension into open countryside
- Huge area of attractive and useful land would be lost
- Area gives a rural entry to the town from the north
- Destroys character of Henbury and its environs
- More suitable sites than this one
- Brownfield sites should be developed first; plus the long standing development proposals at Tytherington and South Macclesfield.
- Adjacent to Site of Biological Importance which should be protected; close to 2 local wildlife sites and Sandy Lane Nature Conservation Priority Area in Local Plan
- Preserve green spaces, recreational lungs and sites of nature conservation, historical and biological importance; wealth of local wildlife; all important on a spiritual level as well.
- Impact on the setting of heritage assets should be assessed (English Heritage)
- Protect this agricultural land; put more land to agriculture to feed growing population
- Don't build on floodplains
- Contrary to the draft strategy on the Environment in the Town Strategy document
- Local roads cannot sustain extra traffic and will place pressure on public transport

- Detrimental effect on infrastructure – water and electricity supplies
- Site remote from town centre and shops
- Too many houses proposed for the site
- Further justification needed re target figure of 3,500 for town as a whole
- Improve existing housing instead of building more
- Will only encourage upmarket housing, increased car ownership and limited use of town centre
- Question deliverability of site in terms of infrastructure provision and existing occupancy
- Site would need a new school or expansion of local primary schools; Fallibroome School also oversubscribed
- Incremental extension possible in this area and still leave green space
- Must be affordable housing for first time buyers and include leisure facilities
- Building here will not encroach into other residential areas; minimum impact on accessible countryside; roads good
- Good relationship to adjacent urban area; access to services; robust vegetated development boundaries can be created; will not lead to coalescence with another settlement
- South West Link Road should be extended north/north-eastwards to Site C
- Development of this area will extend an existing housing area and the future residents will be able to benefit from the sports facilities at Macclesfield Leisure Centre and the educational facilities at Fallibroome School and its feeder primary schools
- Sites on the west Macclesfield are the most viable option for commuters – good transport links

Q3. Site B: Land west of Priory Lane (Housing)

Do you agree or disagree with Potential Development Site B in the draft Macclesfield Town Strategy?

- 60.8% of respondents answered this question
- Of those that did respond: Agree (36%); Disagree (64%)



Comments Summary:

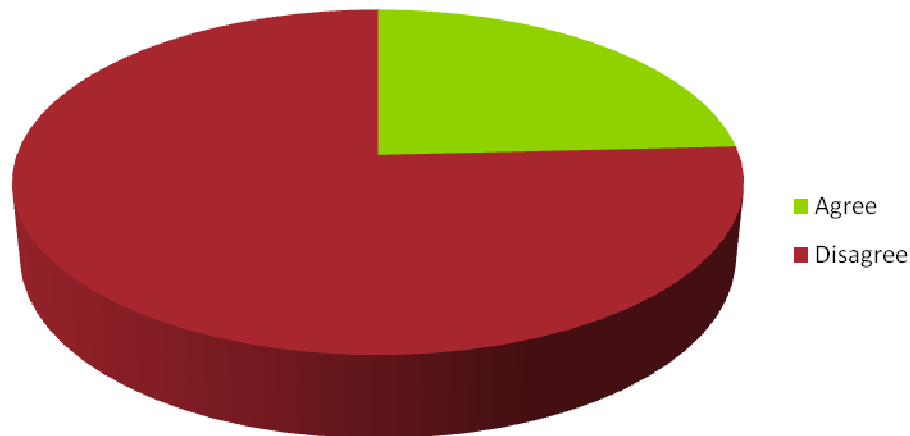
- Building on green belt is undesirable and would destroy the character of Macclesfield
- Encroachment on Prestbury and Alderley Edge
- Area of Special County Value; magnificent countryside
- Build on brownfield sites first – derelict/empty buildings and underused sites; build in the town centre; plus long standing development proposals at Tytherington and South Macclesfield
- Infrastructure problems; Local roads cannot sustain extra traffic; Poor road links to other parts of town; junction improvements would be required
- Remote from public transport and services; town centre may not gain support
- Will put pressure on public transport system
- Local primary and secondary schools oversubscribed; will lead to overburdened town facilities
- Heavily/densely populated/developed side of town already
- Destruction of productive farmland
- Preserve green spaces, recreational lungs and sites of nature conservation, historical and biological importance; local wildlife
- School, leisure centre and Rugby Club good focus for town in terms of leisure facilities
- Will alter character of area and the community
- Adverse impact on current attractive approach to town from north

- Contrary to the draft strategy on the Environment in the Town Strategy document
- Question deliverability of site in terms of infrastructure provision and existing occupancy
- Smaller, sustainable, more community friendly, more desirable housing developments needed not large estates
- Should be for mixed use – retain some green space/sports fields
- Good proposal; sustainable location; visual impact low; good access; links to Alderley Edge/Wilmslow/S Manchester business areas
- Incremental extension possible in this area and still leave green space /feels like extension of existing built up area
- South West Link Road should be extended north/north-eastwards to Site C; link road between Chelford Road A537 and B 5087; northern bypass to Tytherington
- Sites on the west Macclesfield are the most viable option for commuters – good transport links
- Good relationship to adjacent urban area; access to services; robust vegetated development boundaries can be created; will not lead to coalescence with another settlement; chance of improved facilities for the Rugby Club
- Open up views of countryside from town centre

Q3. Site C: Land north of Prestbury Lane (Housing)

Do you agree or disagree with Potential Development Site C in the draft Macclesfield Town Strategy?

- 66.4% of respondents answered this question
- Of those that did responds: Agree (24%); Disagree



(76%)

Comments Summary:

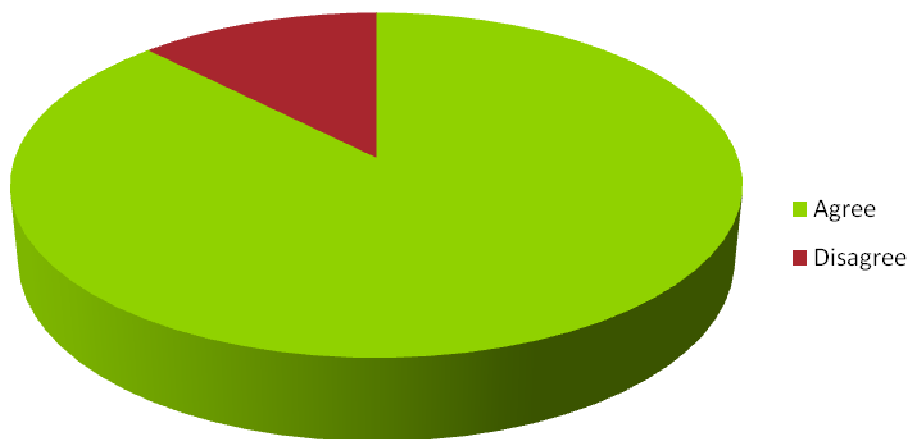
- Incursion into green belt; reduction of green space between Prestbury and Macclesfield – green gap/countryside should be preserved; need separation between settlements
- Develop brownfield sites, non green belt sites; use empty housing; build in centre of Macclesfield; regeneration of urban areas
- Small network of roads would not sustain increased traffic
- Capacity issues at local schools and will lead to overburdened town facilities – doctors, hospital etc; town centre may not gain support
- Woodland area important wildlife corridor to River Bollin; common and endangered species; protect ancient woodland - Upton Wood important for its fauna and flora
- Would compromise the adjacent Riverside Park – a key green asset/resource; landscape impact on Bollin Valley; close to Riverside Park Local Nature Reserve, Tytherington Wood and Upton Wood both ancient woodland – new housing would have a detrimental effect
- Avoid building in floodplains
- Preserve green spaces/areas between housing; recreational lungs; fingers of green belt that stretch into the heart of the town
- Preserve sites of nature conservation and historical and biological importance and productive farmland
- Impact on the setting of heritage assets should be assessed (English Heritage)

- Any development detrimental to character of area – visual impact, loss of views, loss of privacy, overlooking, loss of access to countryside, reduced quality of life and well-being, value of property affected
- Development in area C would need to preserve Macclesfield Footpath 21 and Prestbury Footpath 30 which cross this area.
- Impact on elderly population in area – loss of peace and quiet
- More housing will affect road congestion – routes into the town; public transport limited to this area
- Economic situation problematic for provision of new services; access to loans for first time buyers
- Question housing need figures – need further justification for 3,500 figure for town
- Ideal housing site; already surrounded by housing; strong existing boundaries; would be good for social housing; close to town centre and other facilities; could provide open space and children's play and protect environmental assets; recreational access to Bollin Valley
- Insufficient brownfield sites to meet the housing need therefore some green belt will have to be developed

Q3. Site D: Land at Tytherington Business Park (Housing or Employment)

Do you agree or disagree with Potential Development Site D in the draft Macclesfield Town Strategy?

- 68% of respondents answered this question
- Of those that did responds: Agree (87%); Disagree (12%)



Comments Summary:

- Existing employment area; already being used for dwelling and office based businesses; existing infrastructure; good access; close to facilities; could develop cycle tracks
- Sensible location to extend existing development; less impact than other sites; ok as long as not too many houses; sustainable development needed; good site for affordable housing
- Will need community uses on site also for young people(11-19)
- Not in green belt; houses here would take pressure off green belt; a good area for mixed development
- Conversion to residential allocation would rule out employment development on the north side of the town – then an alternative location would have to be found
- Keep as employment; promote new businesses to offer employment
- Amenity issues with mix of housing and employment, loss of green space and wildlife
- Traffic impact, roads and services will not cope with increased development
- Incentives needed to attract businesses to the site – improved road and rail links for example
- Use of brownfield sites would be better; protect footpaths
- Concentrate on filling empty offices and buildings in Macclesfield first; then Tytherington and South Macclesfield

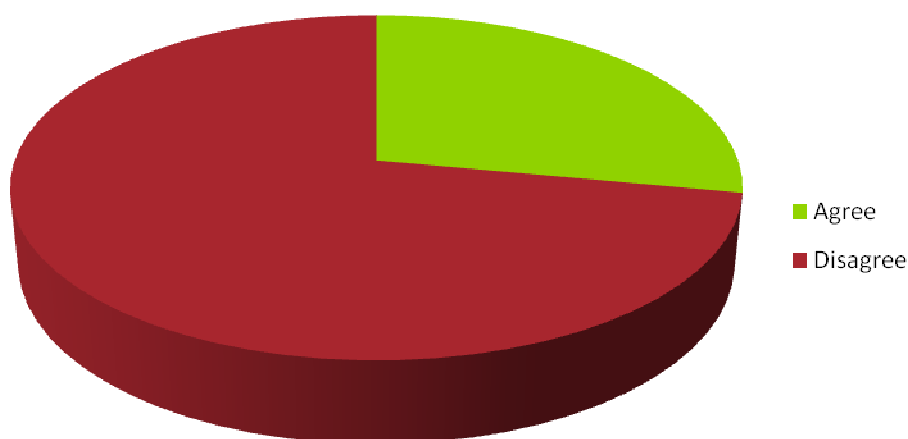
- Question need for further housing; any new housing needs careful consideration; only one site not total solution

-

Q3. Site E: Land between Hurdsfield Road and Buxton Road (Housing)

Do you agree or disagree with Potential Development Site E in the draft Macclesfield Town Strategy?

- 75% of respondents answered this question
- Of those that did respond: Agree (28%); Disagree (72%)



Comments Summary:

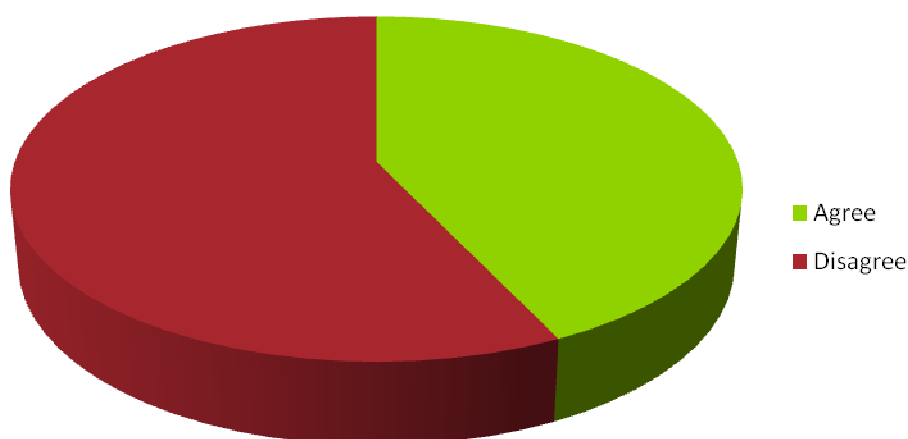
- Green belt; incursion into green belt and into Peak Park fringes/National Park; green belt important for present and future generations. Brownfield first
- Difficult to develop because of the topography; mine workings in area –coal seams, pit shafts
- Access difficult; Higher Fence Road – unadopted road/track
- Area prone to water logging and flooding; lots of watercourses and sluices that fed the mills in Macclesfield; associated pipe work to reservoirs
- Well used network of paths and tracks that give access to wider countryside
- Important views to hills, development will have an adverse landscape impact
- Area rich in fauna and flora – mature trees and hedgerows, streams and ponds -wealth of wildlife – native and migratory birds etc
- Will impinge on one of the main attractions of the town – views from town to the Pennines
- Historic area – Victorian local reservoirs – links to Silk Industry, Macclesfield Canal – part of Cheshire Ring and conservation area, former coal mining
- Contrary to Environment objective in strategy and goes against enhancing canal for leisure and recreation plus goes against other parts of the strategy
- Insufficient infrastructure for planned growth and adverse impact on traffic

- A few more houses could be built here; built-up area already; fills in spaces and encourages town centre; close to employment and town centre allowing people to walk rather than drive. sustainable
- Main site in east; good site; well served by public transport; local school nearby; partially surrounded by housing; East Cheshire Hospice and NSPCC would benefit from sale of site; CEC ransom strip Lark Hall Road
- Could be suitable for high density eco-design; good design could use the potential of the canal

Q3. Site F: Land east of London Road (Housing and/or Employment)

Do you agree or disagree with Potential Development Site E in the draft Macclesfield Town Strategy?

- 64% of respondents answered this question
- Of those that did respond: Agree (43%); Disagree (57%)



Comments Summary:

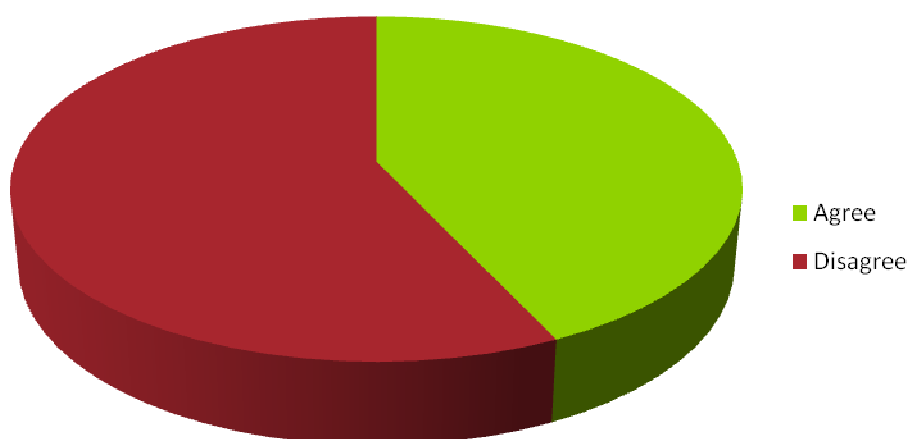
- Protect green belt land and green belt principles – vital for present and future generations
- Incursion into green belt; reduction of green space between Sutton & Lyme Green and Macclesfield – green gap/countryside should be preserved; need separation between settlements
- Parish Plan- majority of residents wanted to keep area as greenbelt
- Already defensible greenbelt boundaries
- Build on brownfield sites/derelict sites first; town centre sites; sustainable development needed
- Beautiful countryside/attractive site that forms part of the foothills which lead up to the Peak District National Park; will spoil the character of Macclesfield;
- Macclesfield Canal Conservation Area – tourist attraction of the canal needs to be preserved
- Developing this site would erode the character & identity of both Sutton and Lyme Green
- Agricultural land
- Avoid scarring the landscape; retain Byron's Wood; important range of habitats; nature conservation priority area
- Network of country lanes would not sustain additional traffic
- Not enough facilities for number of houses
- Develop just a small area for housing; too many houses proposed

- Employment a priority in this area
- Mixed area already with business park nearby; area could be improved
- Good area for development; need access to Silk Road and new by-pass; flat and adjacent major road; good for housing and employment
- Canal and roads good boundaries
- Need for the design and layout of new developments to make a positive contribution to the canal/waterway. Proximity of development can create extra burdens on waterway in terms of increased recreational use and therefore increased maintenance
- Support for site – canal defensible green belt boundary; phased development possible; sustainable and strategic location; good transport links; potential to deliver high quality housing and employment; would contribute towards a balanced distribution of growth
- Has a new railway station been considered?

Q3. Site G: Land at Gaw Lane End (Housing and/or Employment)

Do you agree or disagree with Potential Development Site G in the draft Macclesfield Town Strategy?

- 60.8% of respondents answered this question
- Of those that did responds: Agree (43%); Disagree (57%)



Comments Summary:

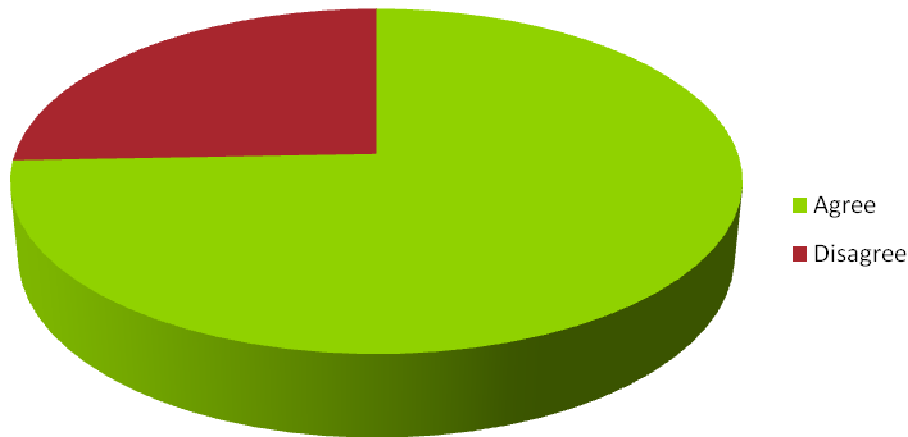
- Prominent loss of green belt land on access road into town; Keep green open spaces/green lungs
- Protect green belt land and green belt principles; good boundaries at present; vital for present and future generations
- Reduction of green space between Sutton & Lyme Green and Macclesfield
- Parish Plan- majority of residents wanted to keep area as greenbelt
- Adverse landscape impact and urban sprawl; spoil character of Macclesfield
- Extending town too far out to south
- Build on brownfield/derelict sites first
- Tourist attraction of the canal needs to be preserved
- Recreational uses which would be compatible with its Green Belt function
- Network of country lanes would not sustain additional traffic; site access poor
- Good site for development with proximity to existing development
- Local infrastructure likely to support increased population
- Already a mixed area; employment would make sense in this area
- Housing would be most suitable
- Ideal site for sports development
- Gaw End site sustainable site –logical infill opportunity; benefits – job creation, open up access to canal, improved vehicular access

- Good for mixed development but need improved access

Q3. Site H: South Macclesfield Development Area (Mixed Use)

Do you agree or disagree with Potential Development Site H in the draft Macclesfield Town Strategy?

- 63.4% of respondents answered this question
- Of those that did responds: Agree (74%); Disagree (26%)



Comments Summary:

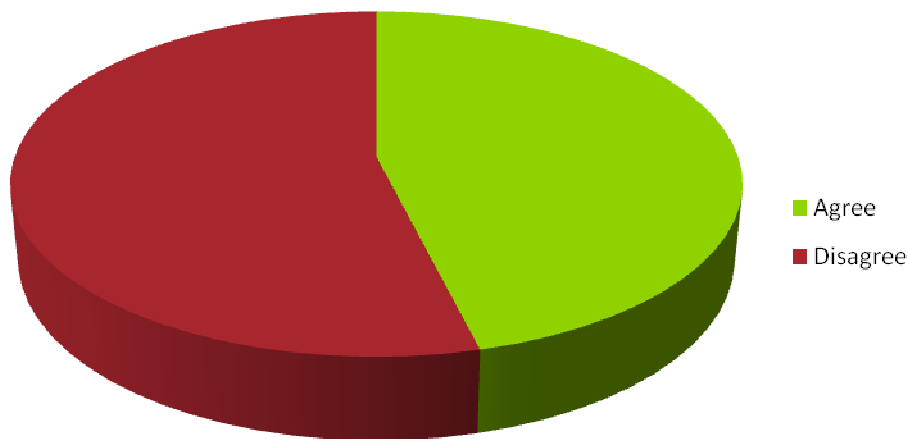
- This must go ahead to ensure the future of Macclesfield as a valued town
- Macclesfield Town Football Club needs a modern, larger stadium to attract spectators and enable onsite training and ladies' team events. A new stadium would be more financially sustainable and could be used by the wider community. The area lacks facilities.
- The obvious place to concentrate any necessary development, as it needs redevelopment, is the least obtrusive site, and an unattractive part of town already scheduled for development
- Use it because it is not in the Green Belt
- Use for affordable housing to buy and rent; and employment opportunities for the residents of South Macclesfield
- This is already a mixed area so there will be no change to its character
- Essential to allow the South Macclesfield Relief Road to proceed
- Better to put houses on the edges of an already built up town
- Question the association of this land with a link road to the Henbury area which passes through a large amount of Green Belt land
- Incorporate into the plan both to the countryside and availability of outdoor recreation facilities
- Develop the town centre, not out of town. Significant retail or supermarket in this area will not help to reinvigorate the town centre.
- Return the site to peat moss and form an extension of the Danes Moss nature reserve, for education and visitor purposes.

- Instead of a relief road, mitigate traffic congestion through traffic management and improved public transport. Consider a railway station in this area.
- Develop for housing, supermarket, cinema. Leisure will attract people from nearby towns.
- Good for a mixed-use site (mixed uses are more sustainable) but would need the Silk Road to be extended down London Road and link roads to Congleton and Chelford Roads
- Land here is boggy/peaty, and existing properties have subsidence problems. There will also be logistical and financial problems of building.
- Do not build on a carbon sink
- Traffic problems alone should stop this unwarranted attack on the Green Belt
- Not convinced by the justification - the proposals are designed solely to secure the link road
- Development should include reasonable areas of green space and access
- Site is remote and isolated from the town centre. Will there be a demand for housing here?
- This is the prime site for development if you have to use open land – it is near the main route through the town and includes brownfield land
- Use for small scale housing only, with buffer zone to the north of the waste disposal site
- Development here will be a dormitory estate with limited benefit to town centre businesses
- Despite a longstanding allocation, no employment uses have come forward. There is an overprovision of employment land. Most jobs are not located on allocated employment sites due to changing patterns of working. Develop the site mainly for housing
- Use empty, derelict buildings before rebuilding
- Preserve the tourist attraction of the canal area
- We need the link road, and development in this area would help secure its financing
- This site is very suitable for industry. Why bring in housing and retail?
- We have loads of unused business space. Don't consider more of it. The priority should be good-quality, affordable housing to get first-time buyers on the housing ladder and create a community and economic infrastructure to support Macclesfield.

Q3. Site I: Land between Congleton Road and Chelford Road (Mixed Use)

Do you agree or disagree with Potential Development Site I in the draft Macclesfield Town Strategy?

- 61.9% of respondents answered this question
- Of those that did responds: Agree (46%); Disagree (54%)



Comments summary:

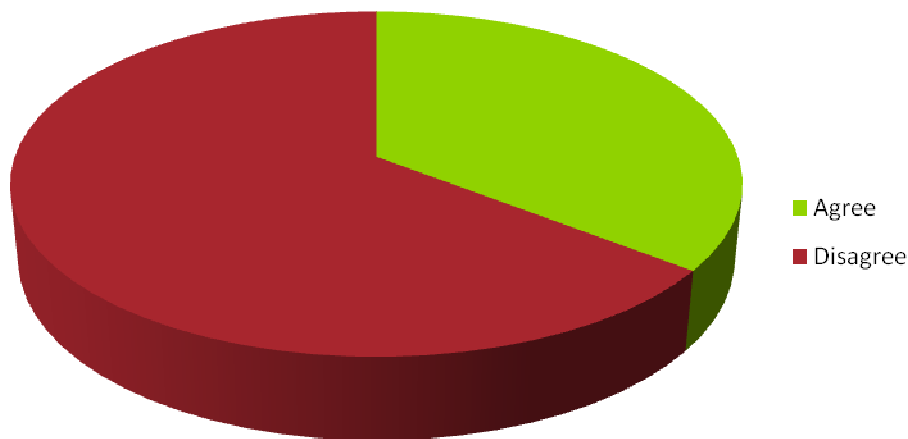
- Do not build on the Green Belt. Build on brownfield land first.
- Important wildlife site
- An ideal, logical place for development.
- There would still be enough land in the Green Belt between Macclesfield and Knutsford.
- Protect open countryside and agricultural land.
- Mixed views regarding the location of the site some think there are better options available whereas others think South Macclesfield is ideal as it is where employment is needed.
- The South-West link road would have to be in place first.
- Questions regarding demand for housing.
- Infrastructure needs to be in position before any further development.
- Questions over the viability of the site.
- The area will supply large enough communities to sustain additional local amenities within the development.
- It will affect the character of Macclesfield.
- Concern over footpaths crossing the site.
- Prevent urban sprawl.
- Concerns over additional traffic congestion and pollution.

- Differing views over the mix of uses on the site (just housing, retail not needed, mixed-use ideal etc.)
- Balance the town out better, but green belt and near ancient woodland.
- Concerns over flooding on the site.
- Build smaller estates more spread out across the area to reduce impact.
- Better to locate housing all in one place then the infrastructure can be delivered with it.
- Gives the best delivery for Localism.
- Concerns over the effect of housing or link road development on Henbury.
- Public transport would need improvements.
- Land could easily provide a supermarket, most of Macclesfield's housing need and a cinema as well as providing the East - West link road so sorely needed.
- The wildlife is extensive including Newts, frogs and toads, voles, badgers (including erythristic badgers), tawny and little owls, pheasants and French partridges etc.
- Flowerpot crossroads and Broken Cross roundabout are already bottlenecks.
- A retail study of land between Congleton Road and Chelford Road would be necessary.
- Building another large housing estate next to Weston Estate is undesirable.
- United Utilities PLC can confirm if there any water supply and/or sewerage infrastructure capacity issues once specific details of any development come forward.
- Too far form town centre.

Q3. Site J: Land between Chelford Road and Whirley Road (Housing)

Do you agree or disagree with Potential Development Site J in the draft Macclesfield Town Strategy?

- 60.9% of respondents answered this question
- Of those that did responds: Agree (35%); Disagree (65%)



Comments Summary:

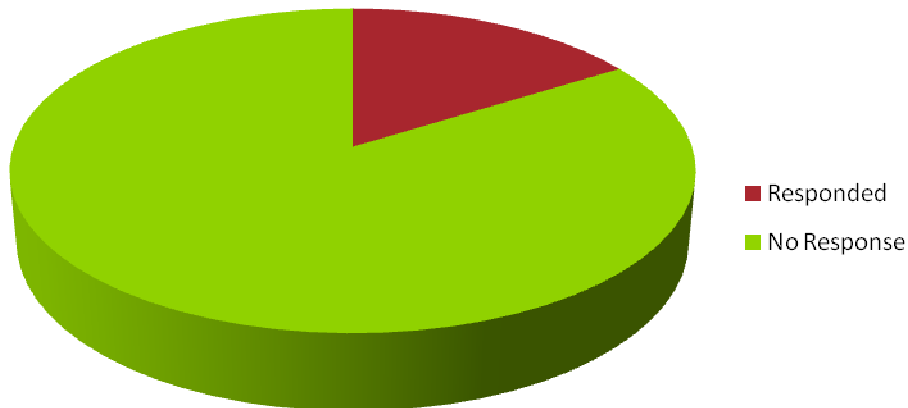
- Strong disagreement with any building on the Green Belt.
- Support, as this area already has established primary schools and residential properties
- Incremental extension here could occur and leave greenspace to boundaries of neighbouring villages
- Conflicts with Green Belt function of maintaining the separate identity of Macclesfield and Henbury
- Landscape impact prominent when viewed from Chelford Road
- Area J affects Footpaths Macclesfield 22 and 23 and Henbury 7, 8 and 12
- Area of outstanding natural beauty, adjacent to an Area of Ancient Woodland and Site of Biological Importance. Ponds, significant wildlife and environment. Development within the proximity of this area may have a negative impact on biodiversity and ecosystems.
- Residents will suffer financially from loss in value of their properties
- Develop town centre sites first, especially as one of the plan aims is to encourage people to live in the town centre
- Better suited for development than the other allocations, as it is close to existing development between Broken Cross and Henbury
- Would destroy a rich agricultural environment
- Would increase traffic at Broken Cross
- Site functions as flood plain as present. Concern of flooding if the site is developed
- If increasing housing here, a new link road is required
- Development would not affect the land gap to the next settlement, Knutsford

- Does not impact adversely on existing site of natural character.
- Huge amenity loss – the fields behind the Chelford Road and Whirley Road are the only accessible open space for hundreds of houses. It is safe and well-used daily. The Place shaping consultation found that residents strongly support retention of open spaces.
- The most viable option for commuters in terms of transport links – I would want to live here
- Development here is contrary to the strategy which states that the best value should be made of brownfield and derelict land, and development of greenfield areas minimised.
- Proposed spatial distribution on Diagram 1 is too heavily focused and reliant on release of sites to north and south-west, which better fulfil the purposes of Green Belt than land at Henbury and Blakelow Road. These sites do not make a significant contribution to Green Belt purposes. They are well contained and represent infill opportunities / sustainable extensions. Development would have no significant adverse impact on Green Belt openness.
- The development will increase reliance on the car, although fuel will become more expensive and agricultural land more valuable.
- There will be a higher demand for housing close to the Manchester boundary, where more jobs will be created.
- We subscribe to the vision of the town being an appealing landscape setting, thus not overrun with new housing estates.
- Development here compromises the vision of a vibrant town centre
- This is the most populated part of town and has poor road links to the other side of town
- Makes sense, if there is appropriate land available, to extend the existing large housing estate on Whirley Road
- Transport links would be problematic. Access from this site to key amenities such as the town centre, station and supermarkets, will be poor without investment in roads.
- Development on this peat land would be costly in terms of financing and carbon footprint. It is also a well-used leisure amenity.
- Linking Henbury to Macclesfield makes no sense, as it is probably going to be linked to Northwich for parliamentary issues.
- Development would destroy the approaches in and out of Macclesfield
- Development would set a pattern for incremental Green Belt inroads every time the plan is reviewed. Once gone, it cannot be got back.
- Improve pedestrian provision – many people drive to school because the Whirley Road pavements are too narrow for parents with small children / pushchairs
- We have plenty of unused business space and do not need any more. The priority should be good quality, affordable housing for first-time buyers

Q4. Additional Sites

Are there any other sites that you would like to suggest for potential development?

- 16.1% of Respondents answered this question



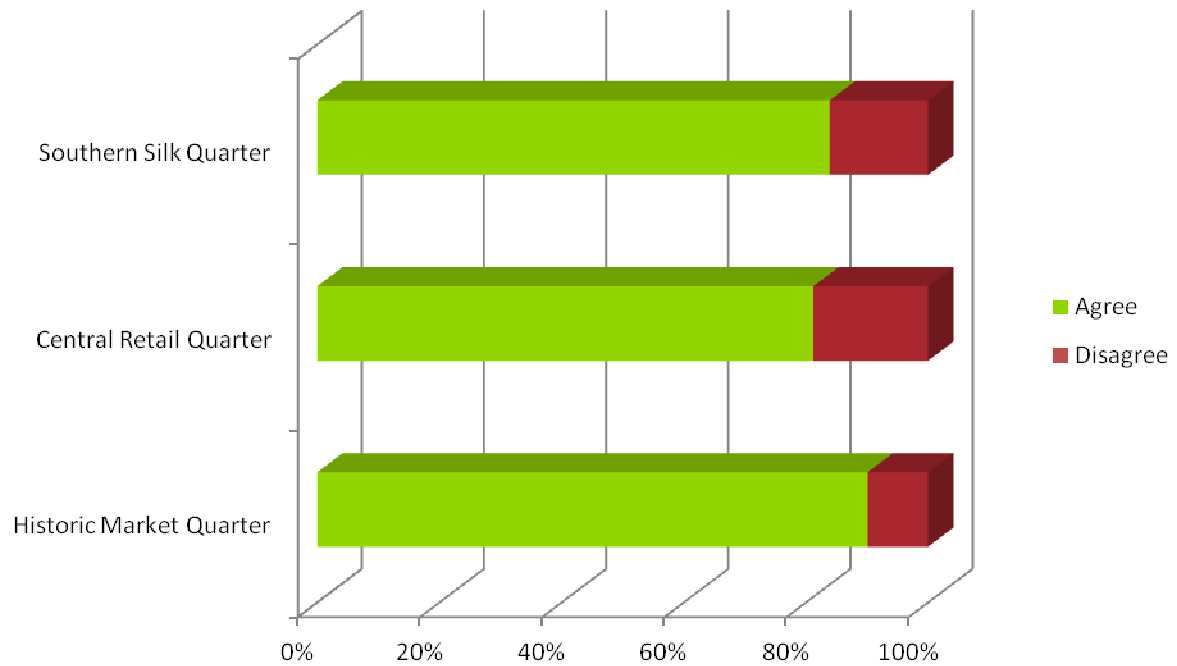
Comments Summary:

- 1) Frost Mill, Park Green 2) Sutton Castings. Churchill Way
- 1) The Towers on Park St. 2) The old foundry on Churchill Way. 3) The burnt out Mill on Mill Lane.
- 1. West of Churchill Way from King Edward Street to Halfords. 2. North of Tytherington, west of A538, where
- a) T.A Centre on Chester Road b) Barracks Mill c) London and Manchester House d) Burned down mill on Park
- Albion Mill on London Road
- Area of land directly to the south of the existing industrial estate (next to area G on the consultation document)
- BAE Woodford The old Mills on London Road Barrack's at Hibel Road (Not for Tesco enlargement)
- Bank Street Winlowe flats should be used
- Barracks Mill, Black Lane off the Silk Road.
- Burnt down Gradus Mill, Park Green, Macclesfield
- Corner of Hibel Road/Jordangate - also Craven House
- Council Yard off Thorp Street which could be redeveloped for housing.
- Derelict area adjacent to the gas holder
- Derelict buildings on Churchill Way opposite senior Citizens Hall
- Derelict mills on London road (at its best London Road gives the first impression of a blighted town, not one t
- Former R H Stevens depot on Gunco Lane backing onto canal.
- Former Reiter Scraggs, Langley
- Land adjacent to Adlington Station
- Land adjacent to area B located to south of Alderley Road and to west of the Rugby Club
- Land adjoining Congleton Road to the South of area H
- Land between Clarke Lane, Silk Road, Astra Z and canal

- Land fronting Hurdsfield Road. Rainow Road, Macclesfield
- Land north west of Prestbury and south west between Bonis Hall Lane, Prestbury Lane and B5091. OSG B36 x
- Land off Blakelow Road
- Land off Prestbury Road (Area C) - Further comments are provided in WCEPL representations submitted sepa
- Large dilapidated factory site on London Road (near junction of Sutton Close) or large area of former factory l
- London Rd, Chestergate, Gas Rd Area Black Rd
- London Road Mill buildings 3 houses on Hurdsfield Road (opp. laundrette)
- Look at disused mill buildings e.g. above Cheshire Glass.
- North of Tytherington
- Pool End (previous farm buildings and land) Junction of Manchester Road - A538 and Tytherington Lane - B50
- Potential sites: London & Manchester House and car park, disused and crumbling; mills along London Road, s
- R.H.Stevens old site on Gunco Lane Macclesfield
- Reiter Scraggs RH Stevens empty mills e.g. London Road near Byron's Lane; near St Pauls, east site of Silk Roa
- River Bollin Area Macclesfield
- Site of old Barracks Mill
- The now defunct Travellers Rest public house on Coronation Street
- The site of the burned out carpet factory near Tesco Hibel Road. It's an eyesore that residents would happily
- The Towers - corner of Park Lane and Park Green Craven Hose - Churchill Way
- Thorp Street Macclesfield

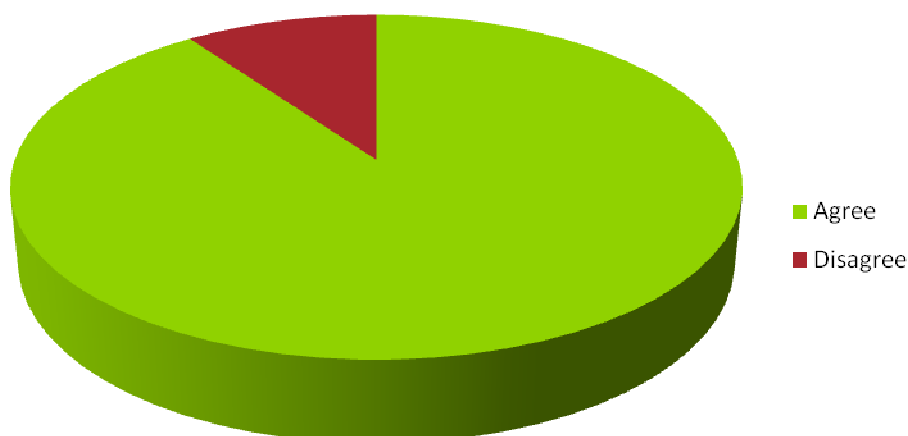
Q5. Town Areas

Do you agree or disagree with the town areas as set out in the draft Macclesfield Town Strategy?



Q5. Historic Market Quarter:

- 67% of respondents answered this question
- Of those that did answer the question: Agree (90.1%); Disagree (9.9%)



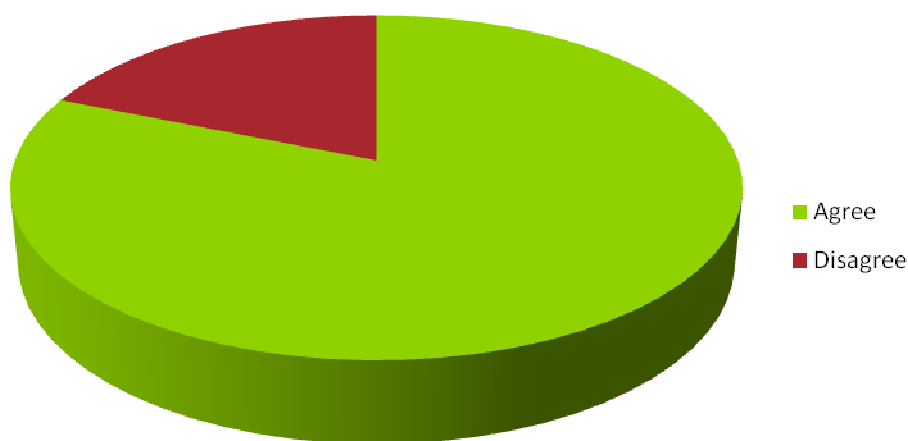
Comments Summary:

- Encouraging shops, cafes and markets is not enough. We also need other daytime and evening activity such as arts, entertainment and creative activities
- Strong desire to preserve remaining old buildings and heritage
- Strong support for a market in the Market Place
- A real opportunity. This area could become vibrant, encouraging locals and visitors
- Encourage the independent shops here which differentiate Macclesfield from other areas.
- Hold a weekly or twice-weekly town market – must remain a market town
- Define 'historic' – whereas Market Square might be historic, Mill Street is not, nor are the Grosvenor Centre or multi-storey car park
- Absence of criteria for determining the area proposed
- Signpost green space behind the church
- Sadly neglected. Requires concerted effort NOW on tasteful improvements, beginning with signage, shopfronts and road repairs
- Overambitious – does not accurately reflect Macclesfield.
- Want an ordinary market: Treacle Market is fantastic but middle class.
- Agree, essential. This is the core of the town and attracts visitors. It is the most important area, as Macclesfield must compete with bigger places and out-of-town centres but can only do so by being distinctive and providing a unique shopping experience.
- Boundary should run along roads
- Could include Exchange Street up to Roe Street; should include Waters Green, Christ Church; the King Edward Street chapel; and Chestergate

- Include the retailers on the western side of the town and encourage trade there in order to incentivise retailers to set up in these places.
- Make safe and reopen closed cobbled ways which are a great part of the towns character including Waters Green to St Michael's Church; and 108 Steps to Brunswick Hill
- Use all opportunities and vacant sites to encourage a retail balance in size and ownership, including derelict pubs on corner of Chestergate/Churchill Way
- Use Craven House site for a new department store
- Appeal to outsiders by developing silk heritage as well as contemporary, new buildings and facilities to provide for present/future whilst retaining strong historical links
- Drop rents (including for stallholders) and business rates; provide incentives to encourage occupancy and start-ups
- Nothing wrong with existing links between the station and town centre
- Worried about implementation – character can easily be destroyed
- Make more use of the market place including allow more arts/street entertainments
- Must be fluid links to other proposed areas
- Why separate this quarter from the Central Retail Quarter?
- Macc 2020 response to town redevelopment plans is relevant
- Market quarter should not marginalise individual outlets to make way for corporate chains
- Market has declined and needs Council support. Extend and develop Treacle Market concept - the Council should learn from the Treacle Market's great and rapid success
- Improved links to railway station will promote sustainable transport use
- Maintain quality and variety of deteriorated retail outlets in Market Place and Chestergate
- How will empty properties be filled?
- Should be the main focus of the town centre. Concentrate on Market Square with development along Mill Road, Mill Street, Park Green and Old Park Lane
- The document's approach contradicts the Wilson Bowden redevelopment application
- Macclesfield has enough bars. Needs a cultural flavour.
- Design style should be as per Kings Street, Knutsford, Chester. No post-war symmetry
- Descriptions and aspirations appear sound
- Waters Green is the gateway to the town and needs very high priority for investment.
- This area cannot be considered in isolation from the Central Retail Quarter as the aim to encourage independent businesses here will be undermined by Wilson Bowden scheme
- Pedestrianisation has reduced trade, and disabled facilities have not kept up with plans

Q5 Central Retail Quarter:

- 65% of respondents answered this question
- Of those that did answer the question: Agree (81.2%); Disagree (18.8%)

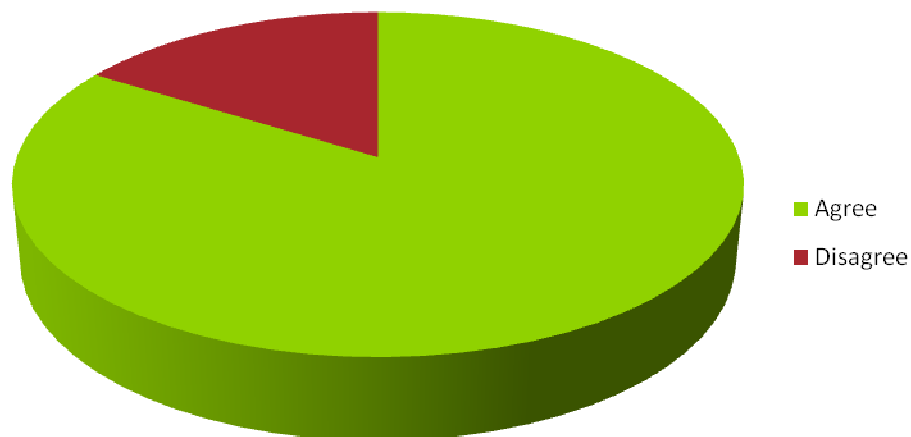


- Should include Cheshire Building Society, Grosvenor Centre, Chestergate, Market Place, the independent retailers on Sunderland Street, Marlborough Court and Mill Street, not Churchill Way or Duke Street.
- Dominated by multiples. Encourage small, local, character shops and unique shops such as Hoopers in Wilmslow
- Is investment in high street retail valid? Internet shopping is changing shopping patterns.
- Retain charm and heritage, do not take precedence over the other quarters
- Extensive development here would draw custom away from the historic market area
- Provide links to ensure people use the small shops in the historic quarter as well as the larger shops here
- Development opportunity at 1 and 2 Exchange Street and adjoining land, capable of linking Retail and Historic Market Quarters and improving pedestrian movement and urban fabric.
- Not yet convinced by the Council's plan for this area
- Any improvement to the town centre is welcome and overdue
- Any plans to extend should be justified and sustainable
- Attract major retailers away from the out-of-town retail parks, including shops which attract young people such as H&M
- Rather than building supposedly iconic structures which may become empty, spend money and work with landlords on bringing empty properties back into use. They are a blight.
- Bring all new retail outlets into this area
- Bring in Primark at the TJ Hughes site
- Don't overbuild our market town – improve it.

- We don't need a huge redevelopment. Take a sensitive look at Macclesfield's needs
- Reduce costs of accessing the area
- Invest in better street furniture and lighting
- Need wholesale redevelopment here to link the market and silk quarters
- Don't touch Roe Street, but make use of Exchange Street, Sainsburys/TJ Hughes building
- Detracts from Historic Market Quarter
- Much strong opposition to the Wilson Bowden scheme and a Debenhams in Macclesfield: would devastate the historic quarter, local operators and the Grosvenor Centre. It is an off-the-peg design and is not distinctive. It will be empty.
- Development south of Exchange Street, particularly of large-scale retail units, is unnecessary and opposed by many
- Development would reduce views of the surrounding hills which are integral to character
- A chain cinema would challenge the fantastic local, independent cinema
- Descriptions and aspirations appear sound
- Remove hideous post-war buildings and replace with low-rise, brick buildings
- Celebrate and encourage Macclesfield's organic, unplanned character, evolved over centuries and enabling natural integration of old and new. Don't flatten it with a faceless development which will crush its spirit. Build on our individualities and vernacular.
- Intersperse with green areas
- Keep the retail area as shops, cafes and parking only
- Support small businesses, encourage independents and fewer charity shops
- This should be a 'support area' with restaurants and parking, not a prime retail area
- We need car parking. What provision is made for this? Improvement all hangs on the balance of car parking and the kind of shops you propose.

Q5 Southern Silk Quarter:

- 65% of respondents answered this question
- Of those that did answer the question: Agree (81.2%); Disagree



(18.8%)

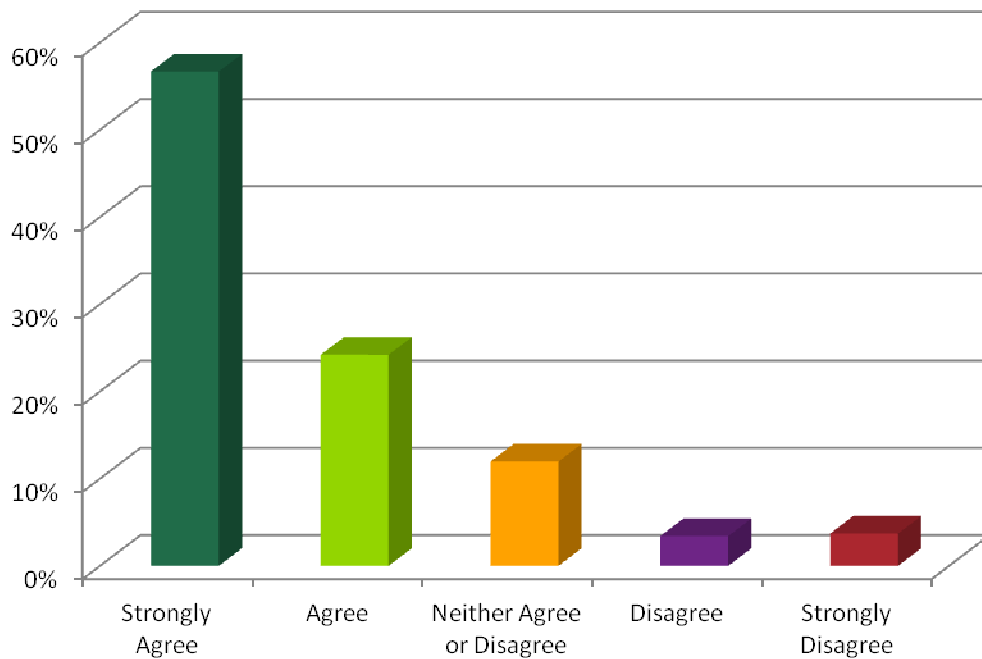
- Key part of our history with potential tourist value
- Waste of money. No real link to the centre as the massive hill climb is prohibitive to many
- Development here will have disastrous effect on historic and central quarters, particularly if it includes a Debenhams
- Silk bring people to the town, but development here (particularly the Wilson Bowden scheme) will ruin the chances of this area becoming a tourist attraction.
- Central entertainment is sadly lacking. This area should be a focus for entertainment. Don't forget other cultural activities: locate them in heritage sites eg Christ Church, Sunday School
- Improve access to the Bollin. Area along it needs much attention and it should be linked to the town. Prioritise a riverside pathway hosting a 'gateway to the Peak District' with good foot/cycling access to east and south-east countryside
- Do not treat this quarter separately: it must flow from the others and should include the heritage theme
- Sunderland Street is a key artery from the station. Consciously include this area in the development plans, not as an afterthought. Lead visitors to the other quarters via the Silk Quarter, rather than expecting them to trek up Churchgate to Market Place
- Leisure activities and social/theatre hub should be closer to the town centre
- Park Green and Old Park Lane should be developed as a cultural centre and not compromised with a massive multi-storey car park
- What is meant by this? The silk industry died forty years ago and was centred outside this area, on Pickford Street
- Links, music and eateries on Sunderland Street. Why is the cinema to go on Churchill Way?

- Should include a community centre; recreational and museum uses; and theatre/entertainment venue
- Stretches out the town too far. This area doesn't exist and is only included because of the Wilson Bowden redevelopment which I consider to be excessive given the nationwide trend towards internet shopping. Existing retail provision should be enhanced first.
- Strongly agree with proposals for a cinema complex and Debenhams.
- Make cinema provision a top priority for this area
- Do not provide a multiplex cinema, but a multi-purpose theatre/entertainment
- No need for in-town leisure, just good transport to where it already exists. Locate a mainstream cinema out of town, perhaps on the Silk Road. In town, it will attract youths and become a no-go area. An in-town cinema would put our superb local cinema out of business and a multiplex will not show arthouse and foreign films. Are you concerned about the town's cultural wellbeing?
- If this area has a leisure/heritage focus, it should include Pickford Street's bars/clubs and the Heritage Centre
- What is the strategy for dealing with anti-social issues in the town including binge drinking?
- Make our silk history more exciting and make use of mills
- No need for further cafes and restaurants: existing ones are struggling
- Make sense. There is no large multi-storey car park as drawn in the Wilson Bowden plan
- Would support an open green area suitable for quiet leisure and linking to the Bollin. Would not support more building.
- This area must remain a part of the town centre, not just for leisure but also retail, hotels etc
- Macclesfield needs retail development for sustainability.
- Heritage should be preserved, not created.
- Put theatre/entertainment use west of Churchill Way or at Christ Church
- Don't see the point of this. Focus on helping people set up businesses and employing people first
- Enhance all Macclesfield's Conservation Areas
- These have developed naturally with Sunderland Street becoming lively and vibrant
- Provide a theatre venue with gallery.
- Develop this great asset sensitively, boldly and humanely
- Too far south. Redevelop Pickford Street, north side of Sunderland Street, rear of Mill Street for retail and residential use

Q6. Town Centre Boundary

Do you agree or disagree with the potential change to the current town centre boundary?

- 18% of respondents answered this question
- Strongly Agree (57%); Agree (24%); Neither Agree or Disagree (12%); Disagree (3%); Strongly Disagree (4%)



Comments Summary:

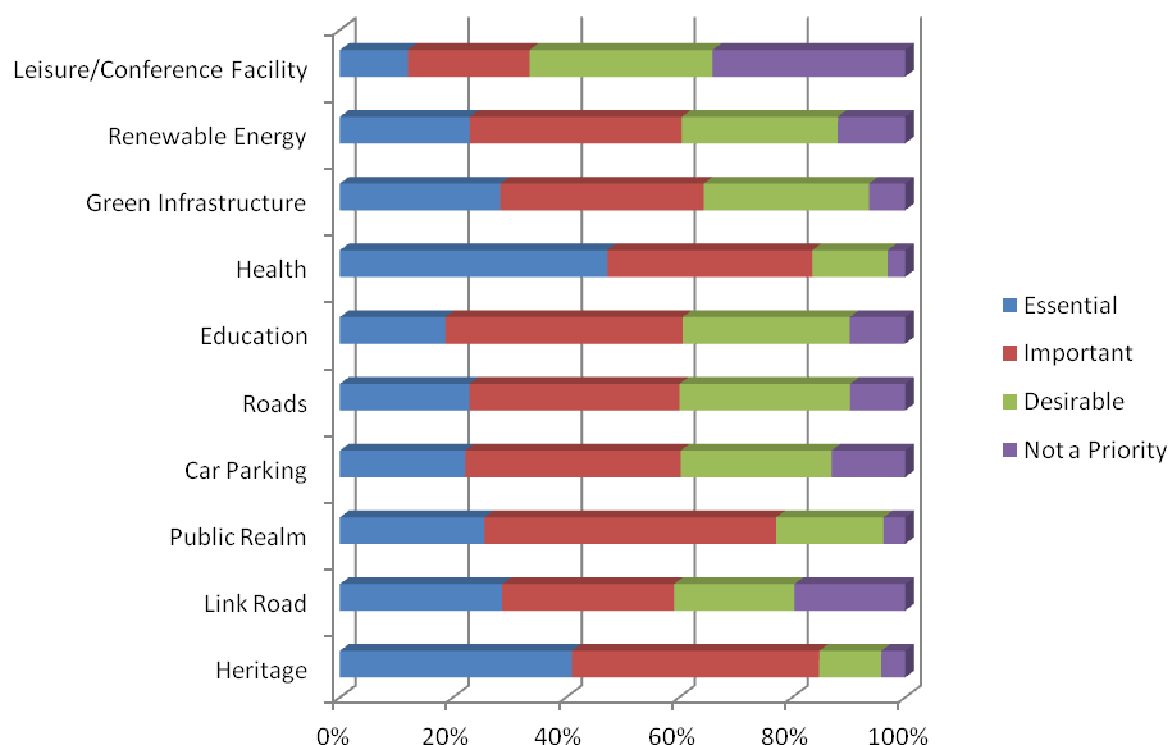
- Despite there being some support for extending the town centre boundary, the vast majority of comments suggested that the town centre boundary should not be expanded for a variety of reasons.
- The uncertainty of the economy, coupled with the trend of moving more and more towards online purchasing, left many respondents feeling that an expansion could simply not be justified.
- Respondents overwhelmingly favoured redeveloping and regenerating areas in and around the existing town centre boundary such as Brownfield sites, and focusing resources on improving and strengthening current retail and business outlets, rather than expanding the town centre area further. Churchill Way for example, was identified as being a key part of any future regeneration of the town centre.
- Issues identified around expansion of the town centre boundary included: diluting the existing town centre and placing more strain on existing retailers;

increased congestion with car parking and access issues; new buildings being built that are out of place and out of keeping with the architecture and history of the area; disruption for existing residents who are on the edge of the extension zone; concerns over the types of retailers that will be attracted – no public demand for large chain stores/supermarkets.

- If the suggested town centre boundary expansion area is to be developed, it should be developed as housing and not for retail or leisure purposes, as it is an ideal location for new houses/flats to be built.
- Some respondents however believed that it would be short-sighted not to see that these areas may be useful if developed properly in an improved economic climate, and therefore should potentially be considered for expansion.
- Many people who read the Town Strategy felt that they were simply not given enough information to make reasonable judgements on the case for expansion of the town centre boundary. The potential impact and significance of the expansion and the advantages and disadvantages that it may bring are not fully known yet, and were not explained in the document. It was therefore difficult for people to comment on whether they were in favour or not.

Q7. Infrastructure Priorities

What level of priority should be given to the Infrastructure Priorities identified in the draft Macclesfield Town Strategy?



Comments Summary:

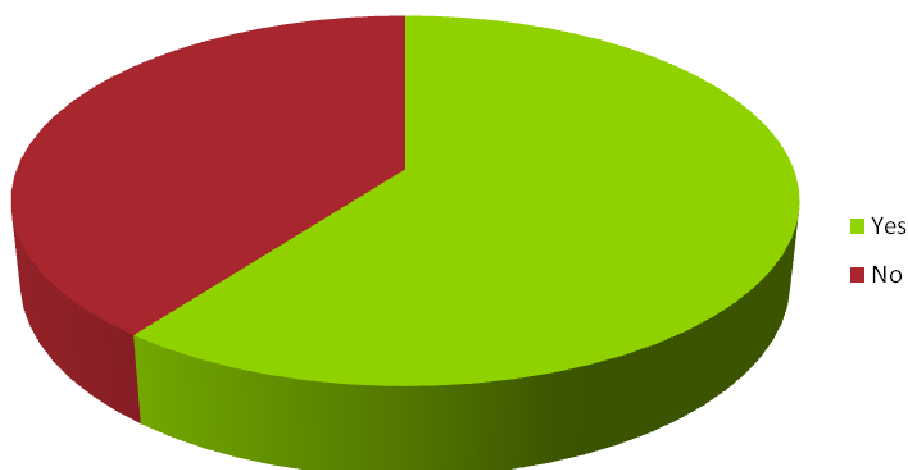
- Green belt land should be protected and built on as a last resort
- Leisure, sport and community facilities should be a priority through investment in a conference/leisure centre with associated accommodation which will support local community and business use
- Public transport and green links should be promoted and include safe cycle ways and footpaths to access the town centre
- Improve links between public transport hubs, especially rail and bus
- The rail station should be redeveloped and improved whilst a second station could be built at Lyme Green or Maw Gap
- Make better use of vacant buildings in the town centre for independent retail and residential use. Focus on redeveloping redundant mill buildings will contribute to housing and preserve heritage
- New development which should incorporate renewable energy and also be energy efficient including the development of carbon neutral buildings
- Vacant land and buildings could be used to create a network of green habitats in the town
- The character of Macclesfield as a market town should be promoted and retained by resisting large scale redevelopment of the town centre and promoting the towns heritage assets and independent traders

- Take advantage of Macclesfield's assets including its remarkable setting in the foothills of the Peak District; investment in the silk industry and heritage will promote Macclesfield as a world centre and encourage tourism
- Balance large scale projects with a focus on local and small community projects
- A town tram would be would benefit links from the station to the retail quarter
- The impacts of development on infrastructure should be mitigated and paid for by developers at the outset
- The document does not have enough detail and it is unclear what the implications are of each choice
- The needs of an aging population should be taken into account as the town grows
- Improve the rail station and build a new station at Lyme Green

Q.8 Top Ten Infrastructure Priorities

Do you agree that the above list should be the top ten infrastructure priorities to be included within the Macclesfield Town Strategy?

- 36% of respondents answered this question
- Of those that did answer the question: Yes (60.3%); No (39.7%)



Comments Summary:

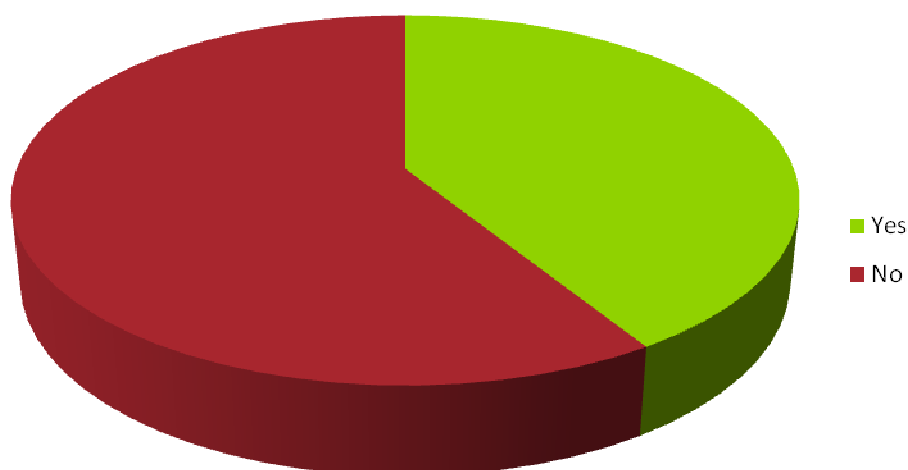
- A number of comments regarding the leisure / conference facility, most think it is not a top-priority and existing facilities should be upgraded instead.
- New stadium for the Football Club should be a priority as it intrinsically linked to the link road.
- Concern that the financial burden of a stadium may make the football club unviable.
- Macclesfield is too far from the motorway for the conference centre to be viable.
- Park and ride options should be developed at local centres or on the periphery of town especially if the conference centre is built.
- Too much emphasis on cars.
- There should be more cultural provision, arts, music, theatre etc.
- Emulate Buxton's cultural program.
- Conference centre is a white-elephant.
- The re-use of abandoned, derelict mills should be a priority.
- Adequate affordable housing and special needs housing within the major developments.
- Highway maintenance, repair and refurbishment in other areas of the town should also be a priority.
- Does the priority of Green infrastructure include the Green Belt?
- Heritage protection & enhancement is essential to Macclesfield's unique identity.
- The 'multifunctional leisure facilities' should include a cinema.

- High speed broadband should be in the top-ten.
- More housing in town centre.
- Revival of Mill St and encourage development of Sunderland St - independent retail/catering.
- Protection of Greenbelt should be a top-priority.
- Sustainable transport should be a priority rather than serving car-owners.
- Traffic lights at the bottom of Buxton Hill should be replaced by a roundabout.
- A large supermarket is not suitable for Barracks Mill; it will be detrimental to the vitality of the town.
- Town centre development should be directly linked to the South Macclesfield development.
- All very vague - "Devil in the detail".
- Concern regarding the funding of projects.
- Use the town hall as a conference facility instead.
- When improving health care facilities at Macclesfield Hospital take into consideration access and parking. A shuttle bus to the hospital is surely worth investigation.
- How can the hospital be improved when it has sold off its land for houses?
- Differing opinions regarding the South Macclesfield Link Road.
- Improve road access in the north of town including the A523.
- Allotments are not a priority.
- Jobs and facilities must take priority over heritage.
- NO to the Wilson Bowden development.
- Walk in health services.
- Prepare for ageing population.
- Improve links between town centre and railway station.
- A new railway station.
- More bus shelters and play parks.
- Refurbish empty properties and develop brownfield land as a priority.
- Do not introduce a system for paying for car parking using a mobile phone.
- Improve the Bolin and Canal corridors to encourage people to get outside and exercise. A well-kept park in this area would also be an asset.
- Retrofitting and insulating homes to make them more energy efficient.
- Careful consideration should be given to any road restructuring.
- Free town centre parking.
- Enhance community facilities to facilitate more projects like Treacle Market and Barnaby happening. The Council should understand how they came about and encourage similar things as they give us a sense of identity and make us proud of Macclesfield.
- Green Infrastructure and renewable energy not important.
- A plan in case the hospital is downgraded.

Q.9 Any Other Infrastructure Priorities

Do you have any other infrastructure priorities that you would like to include within the town Strategy?

- 56% of respondents answered this question
- Of those that did respond: Yes (41.1%); No (58.8%)



Comments Summary:

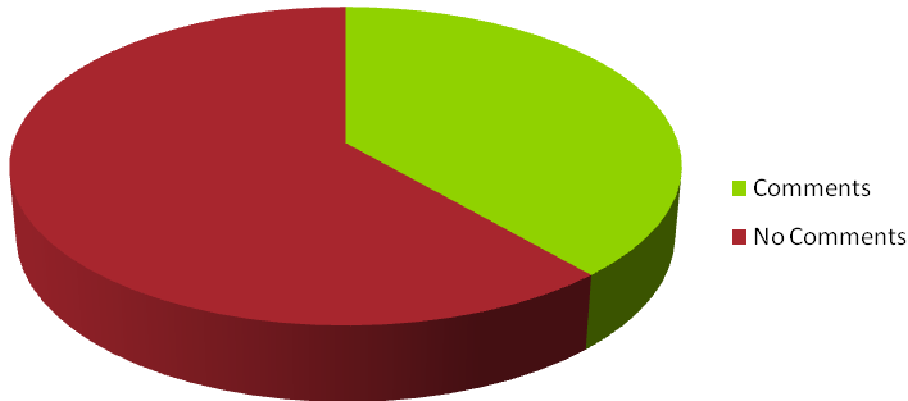
- A proper market, both indoors and out
- Public toilets
- Performing Arts space
- Various car parking suggestions including a students' car park for Kings' School
- Complete the road from London Road to Congleton Road and use adjoining land for the benefit of those living in the south of the town
- When the waste disposal site closes, the site should be redeveloped for a country park / recreation / leisure facility
- Cinema in town centre
- Review roads, pavements and bus service for school age children
- A proper concert hall / community arts' centre, accessible and affordable for voluntary organisations. Also provision for live music
- Town tram from station to the retail quarter
- Better links from railway to bus station. The two should not have been separated.
- Community infrastructure and investment including high quality public realm and townscape in centres
- More public transport including affordable buses and routes to the town from adjacent villages – particularly important for the elderly who can no longer drive
- Additional railway at Lyme Green/Gaw End Lane area
- Affordable and special needs housing
- Anaerobic digester
- Greenspace within town centre boundary

- Better leisure facilities. The Leisure Centre is in the wrong place and of a poor design
- Better parking and access to the hospital if facilities there are to be improved
- Better signage for characterful features eg the steps
- Build an outdoor velodrome instead of a new football stadium for the underperforming club
- Make town centre cycle access more attractive – provide cycle storage
- Improve pedestrian links
- Improve the railway station and its surroundings – it is the first impression
- Enhance traffic provision, water supplies, surface drainage and sewerage to meet needs of increased population
- Ensure fast trains from Manchester and London continue
- Fibre optic broadband and 4G mobile connectivity
- Optimise leisure centre site to provide an integrated leisure and community sports village including indoor athletics facility, multi-sport hall, covered spectator seating for athletics track, football/rugby pitch on infield.
- Improved access to the M6 and Manchester Airport
- Open seating areas in the town centre
- Art work features recognising Macclesfield's heritage
- Improve safety of Middlewood Way and link to a cleaner Bollin River and canal. Provide a green corridor across Macclesfield
- Make access to the Peaks by non-car transport more readily available
- Disabled parking and access
- More cycle routes and paths including segregated routes
- More, safer routes to encourage cycling/walking to school
- CIL priorities must be based on any shortfall in infrastructure required to enable the envisaged level of sustainable development, rather than a residents' wish list
- Park and ride scheme to support sustainability and pedestrianisation objectives
- Provide good quality business and employment premises of different sizes and types
- Reopen main high street to cars with restricted speeds and parking to make the shops accessible and viable
- Reduce street sign clutter – this should be a top priority
- Return the bottom market to help rejuvenate Waters Green
- Environmentally friendly approaches throughout eg renewable energy, park and ride etc
- Convert mills, currently advertised for commercial uses, into residential use
- Improve existing houses and neighbourhoods, not build more
- Assess quality and capacity of infrastructure for water supply, wastewater and treatment, utilities, health, flood risk and ability to meet forecast demands

Q10 Additional Comments

Please include any comments that you would like to make on the draft Macclesfield Town Strategy below and indicate the chapter/paragraph number that your comments relate to.

- 38.6% of respondents submitted further comments



Comments Summary:

- Retain the character of the town and develop brownfield land first
- DO NOT allow building of houses on Green belt / conservation areas
- Concerns about urban sprawl and habitat destruction
- Concerns regards the potential extension of Macclesfield town centre
- Concerns of loss of agricultural land and self-sufficiency
- Water courses to supply electricity, by usage of small weir
- Concerns over the impact of development on traffic, air pollution and flooding
- Concerns regarding whether infrastructure can cope with development
- Concerns over deliverability of the strategy
- Provision should be made for an additional large-scale supermarket in the town
- Concerns that Macclesfield will become a homogeneous market town
- Signage needs to be better maintained

- Prestbury should have an affordable housing allocation
- All decisions should be informed by a robust evidence base
- Greater focus on renewable energy, carbon reduction and climate change mitigation
- Southern silk Quarter and extension to town centre would move footfall away from the established town centre
- We would like to see the town strategies refer more specifically to the role of trees and woodland as an important component of green infrastructure
- Conserving, protecting and using Heritage Buildings - interlinking should be given priority to preserve Macclesfield's unique Silk Heritage, market town and character
- Locate housing in the town centre as it is more sustainable
- Encourage independent retailers
- Macclesfield is too large not to have a bypass
- Document has too much jargon and is too long
- Concerns that the maps were not clear enough in the Town Strategy document
- Consultation should be made through the DIB with local support groups such as the local MS Society and those for people with Parkinson's as well as Lyme Green Settlement
- Macclesfield should have had a new Town Centre with a Cinema and Departmental store
- Light-rail connection to Manchester via Manchester Airport.
- More provision should be made for an ageing population i.e. retirement villages
- Provide sports facilities which are likely to be needed in the 21st Century and the pressures of climate change
- Increase opportunities to live in the town centre – more should be made in the strategy to realize this objective
- Ensure rural communities have access to public transport
- Concern that consultation was not publicised enough and not enough time given to respond.
- There is a need for "executive" housing
- No clear explanation has been given as to where the figure of 3.500 houses has come from.
- The strategy should try to be less accommodating to all wishes and be more leading about how Macclesfield can be especially improved

- New developments in the vicinity of the canal network place extra liabilities and burdens upon the waterway infrastructure, particularly as a result of the use of the waterway and towpath as a form of open space and as a sustainable transport route. As the authority works towards introducing the Community Infrastructure Levy (CIL) it may be considered appropriate to identify particular local canal-related projects to be funded through CIL.
- United Utilities PLC has made significant detailed comments on their expectations when policies are made and planning permissions sought.
- Option J encompasses greenbelt land which is home to many rare and protected species including Great Crested Newt
- Stockport MBC: 1. There is no apparent evidence of the housing need of each individual town or a reasoned/justified apportionment of the district wide housing target; 2. It is necessary to consider all reasonable options on a wider basis (including whether development needs might be met by neighboring / nearby districts) not just a variety of options within the Green Belt or within the immediate vicinity of a given town. Stockport MBC considers it imperative that they are afforded more time to fully consider the implications of the strategies
- The Kings School is supportive of growth for Macclesfield. The location and scale of any realignment of green belt should also take account of the development needs beyond the Plan period and also to provide a range of land uses in addition to residential to provide truly sustainable communities. The important role of educational establishments should be acknowledged in the Strategy. The Authority should include sites to the east of Macclesfield and sites close to the town centre
- The "Agree" or "Disagree" buttons for responses should have been extended to "Neither Agree or Disagree" as in the earlier sections

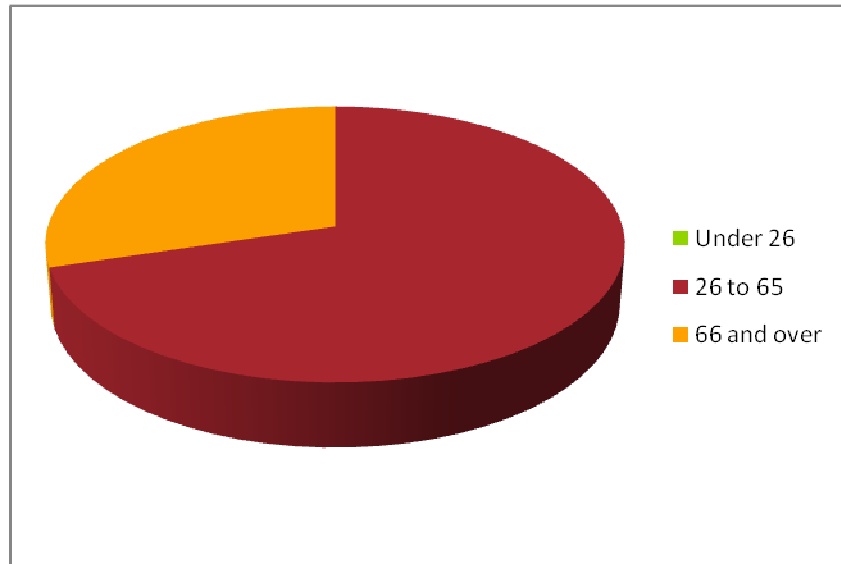
This page is intentionally left blank

Draft Middlewich Town Strategy: Summary Report of Consultation

Overall Response

A total of **62** representations were received on the draft Middlewich Town Strategy.

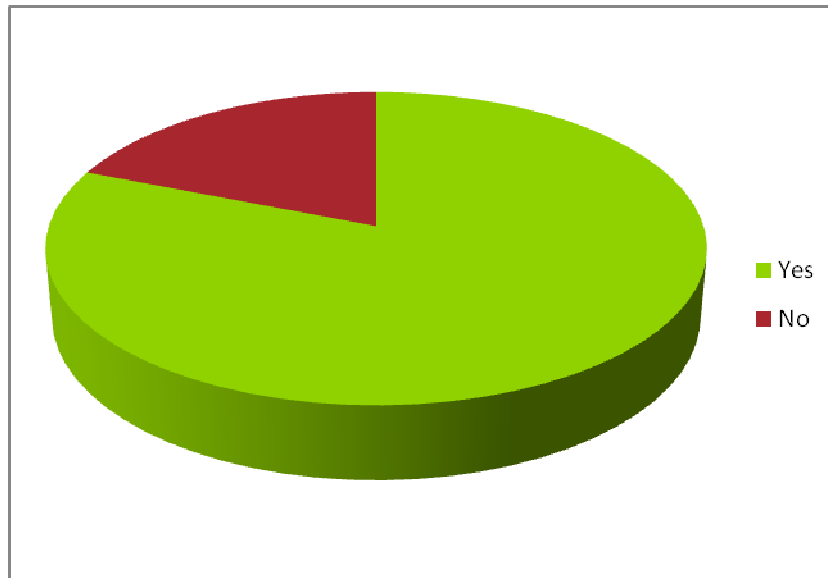
Of the 37 respondents who entered their age details, none who took part in the consultation were under the age of 26; 70% were aged 26 to 65 and 30% were aged 66 and over.



Q1 Vision

Do you agree with the Vision for Middlewich?

- 40% of respondents answered this question
- Yes (81%); No (19%)



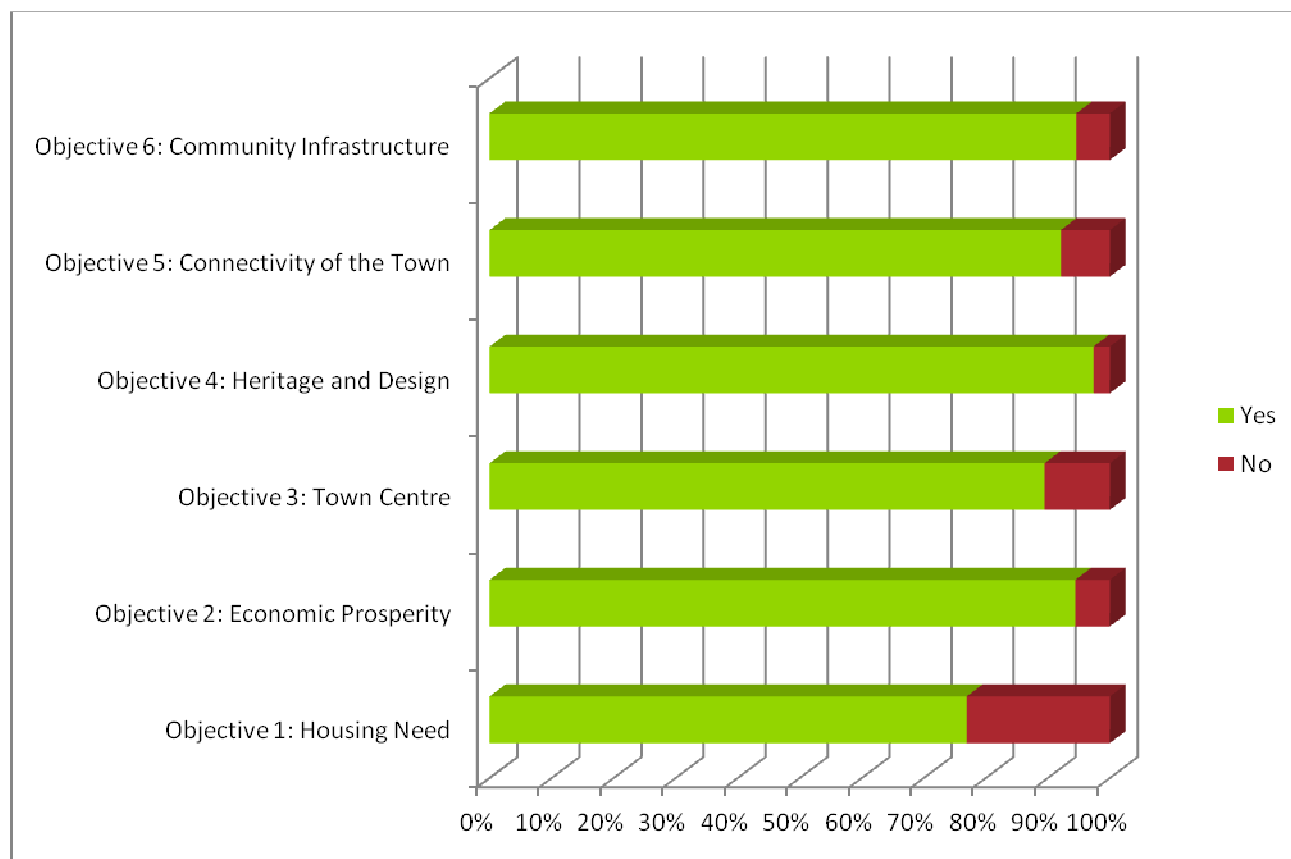
Key themes from the consultation:

- Must address infrastructure requirements before/alongside provision of new housing
- Prioritise improvement of transport infrastructure
- Support the recognition that Middlewich should be a 'growing town' to achieve a critical mass that will support and requires new housing
- Growth of the town's population and economy needs to be supported by improved retail and leisure provision
- Greater emphasis required on meeting the needs of children and young adults
- Consider transport links to schools
- Identify implementation timescales and priorities
- Unrealistic vision covering areas outside Cheshire East Council
- Well thought through priorities
- Support proposals to enhance heritage of canal network, protect built and natural environment and provide multi-use, well-connected and accessible open spaces
- Cannot achieve improvement of town centre without major redevelopment
- Prioritise reduction of the need to travel
- Object to loss of greenfield sites
- Proposals will increase road congestion
- Not sufficient demand to support re-opening Middlewich Rail Station

Q2 Objectives

Do you agree with the Objectives for Middlewich?

- 63% of respondents answered Objective 1 (Housing Need), 58% Objective 2 (Economic Prosperity), 61% Objective 3 (Town Centre), 61% Objective 4 (Heritage and Design), 61% Objective 5 (Connectivity of the Town Centre) and 60% answered Objective 6 (Community Infrastructure).



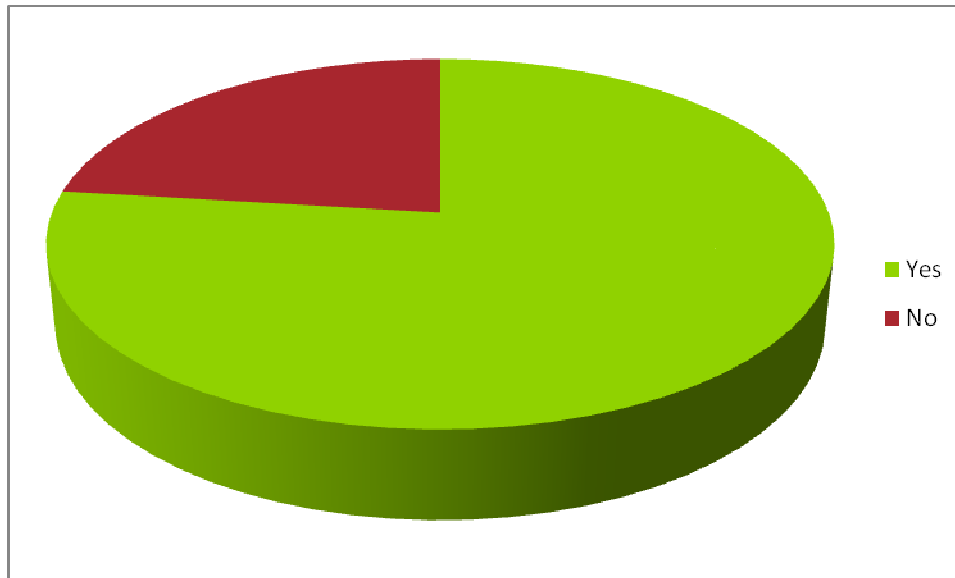
General Comments covering all Objectives:

- All objectives need to be supported by and linked to the evidence base
- Broadly agree with all objectives

1 Housing Need

Do you agree with the Housing Need Objective as set out in the draft Middlewich Town Strategy?

- 63% of respondents answered this question
- Yes (77%); No (23%)



Key themes from the consultation:

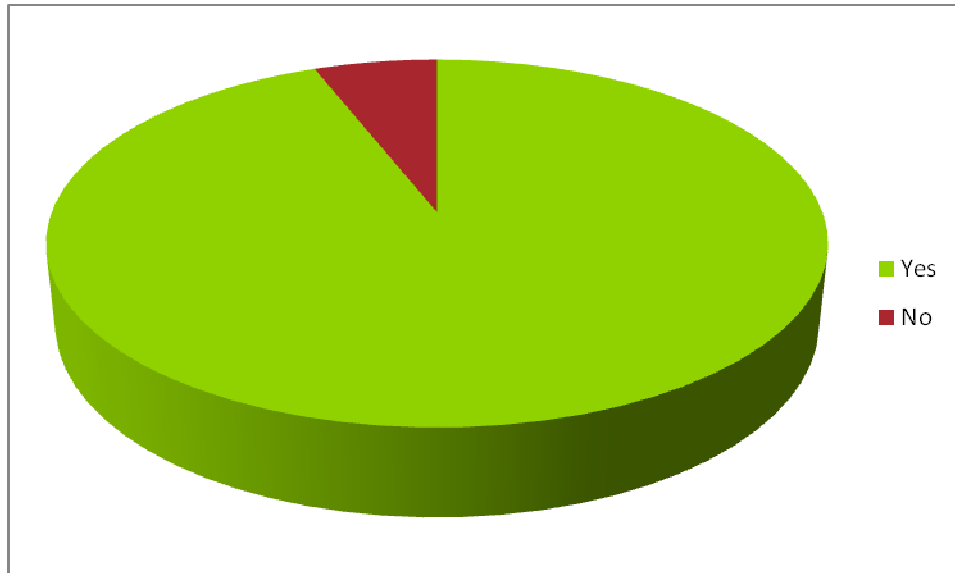
- Development should be prioritised in the town centre and on brownfield sites rather than outside the settlement boundary or on greenfield sites
- The level of housing growth is acceptable provided infrastructure is improved and employment opportunities are increased
- The level of housing growth proposed is the minimum required in Middlewich
- The proposed level of housing needs to be reduced
- Housing must be affordable and environmentally efficient
- Infrastructure and job availability cannot cope with the proposed level of new housing
- New housing should seek to meet the needs of the community
- Seeking to improve the canal corridor through housing development will have a negative impact on the asset and increases risk and liabilities. It is already well-maintained.
- The Trent and Mersey Canal and railway line create barriers which should be addressed by improving links or creating more mixed-use areas
- Hard to identify the exact location of specific development options
- Development should only occur following management of traffic problems, improvement of transport links and enhancement of infrastructure and services
- Support provision of a mix of good quality, well-designed housing types at a number of appropriate locations around the town reflecting community need and aspirations
- Provision of specialist housing particularly for the elderly
- No need for additional affordable or buy to let housing

- The objective should make reference to the presumption in favour of sustainable development
- Brownfield sites should be prioritised over greenfield sites
- The level of housing for each settlement should be determined within the Core Strategy, reflecting the findings of the evidence base and informed by the SHMA
- Consideration of spatial distribution options within the Core Strategy Issues and Options has not been completed. There has been no analysis of the document showing consultation responses, proposed scale of development of preferred option. It is therefore premature to give proposed levels of housing in Middlewich.
- The level of housing proposed will result in development which is too dense
- There will be local opposition to new development
- Concern about housing development of brownfield land as it reduces availability of employment sites and reduces levels of developer contributions
- Greenfield urban extensions will ensure housing requirements and community benefits are achieved
- Development should be focused to the north of the town
- Development should focus on restoring the heart of Middlewich rather than building large housing estates on the outer edge of the community
- The document adequately reflects the need for specialist housing. Considerations include topography, safety and the environment, mobility, services and community facilities.
- Make use of vacant buildings and use existing housing more intensively

2 Economic Prosperity

Do you agree with the Economic Prosperity Objective in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (94%); No (9%)



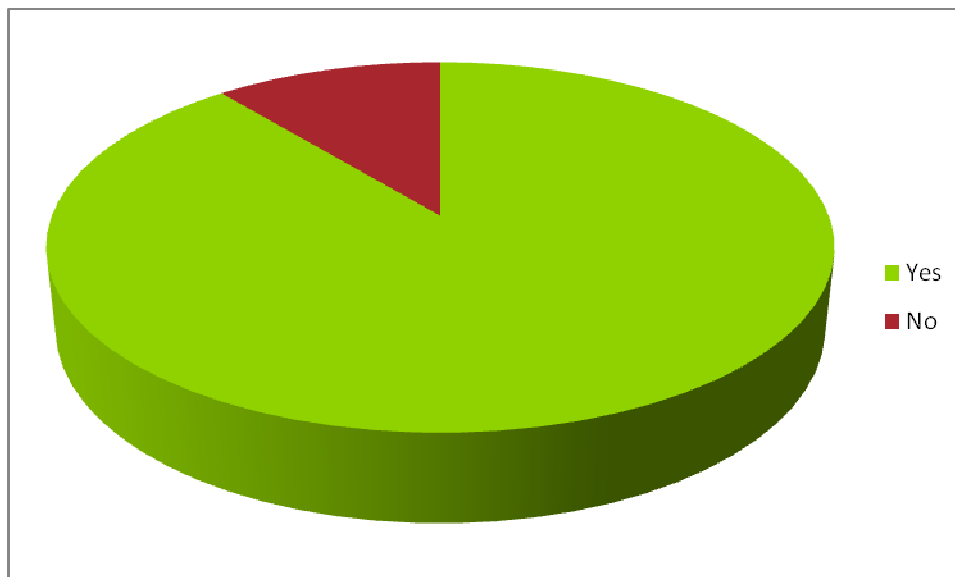
Key themes from the consultation:

- New employment should focus on full-time jobs and high quality, sustainable employment which creates the greatest number of jobs
- Heritage assets should be enhanced to improve the economy of the town
- Leisure facilities should be considered a key aspect of the town's economy
- Concern about impact of increased jobs on transport infrastructure.
- Light pollution can result from employment development
- Support the need to attract manufacturing to the area
- Support expansion of Midpoint 18 and creation of employment opportunities there
- Employment development at Midpoint 18 should occur for a defined end user and not speculatively
- Economic prosperity has been well considered
- Enhance transport infrastructure including railway station and Eastern Link Road in order to support employment development
- Provide employment in advance of residential development
- Enhancement of the economy should not jeopardise the character of the town
- Promote opportunities related to the canal network
- Provide incentives for employers providing high-value jobs and training to local people
- Make use of vacant buildings

3 Town Centre

Do you agree or disagree with the Town Centre Objective in the draft Middlewich Town Strategy?

- 61% of respondents answered this question
- Yes (895%); No (11%)



Key themes from the consultation:

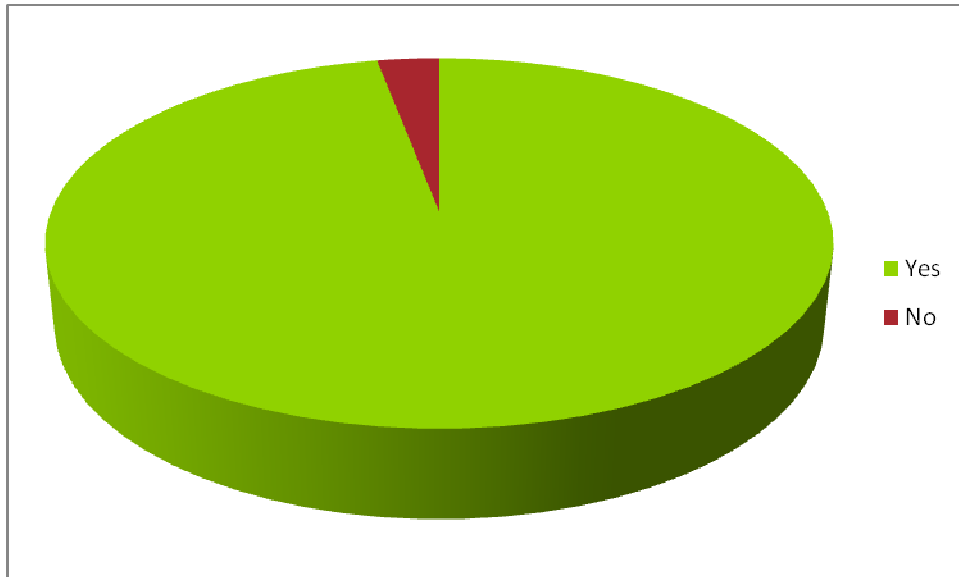
- Support for town centre aspirations
- Town centre will only be successful if local people and visitors use it; and it is clean, well-managed and policed
- Management of congestion and parking are key
- Support for town centre redevelopment including increased choice and larger retailers
- Support the use of national retailers as anchor stores, provided they integrate into the town
- National retailers would negatively affect existing independent retailers and discourage others from setting up in the town in the future
- Enhance the public realm
- Enhance street furniture
- Protect the natural environment within the town centre
- Road redesign must consider impact on access to schools
- The town is in need of urgent attention
- Need greater detail on how the town centre will be enhanced
- Must create a feeling of pride and safety
- Build supermarkets in the town more quickly
- No need for additional supermarkets
- Additional supermarkets are needed in a growing town and will not affect specialised stores
- Support for civic hub adjacent to the canal and Lewin Street
- Do not compromise access to the town centre by building infill housing
- Protect the quality of life of those already living in the town centre

- Offer competitive rental values and reduce business rates
- Consider the character of the town centre as development occurs
- Impact of Middlewich enhancement on Crewe town centre

4 Heritage and Design

Do you agree or disagree with the Heritage and Design Objective in the draft Middlewich Town Strategy?

- 61% of respondents answered this question
- Yes (97%); No (3%)



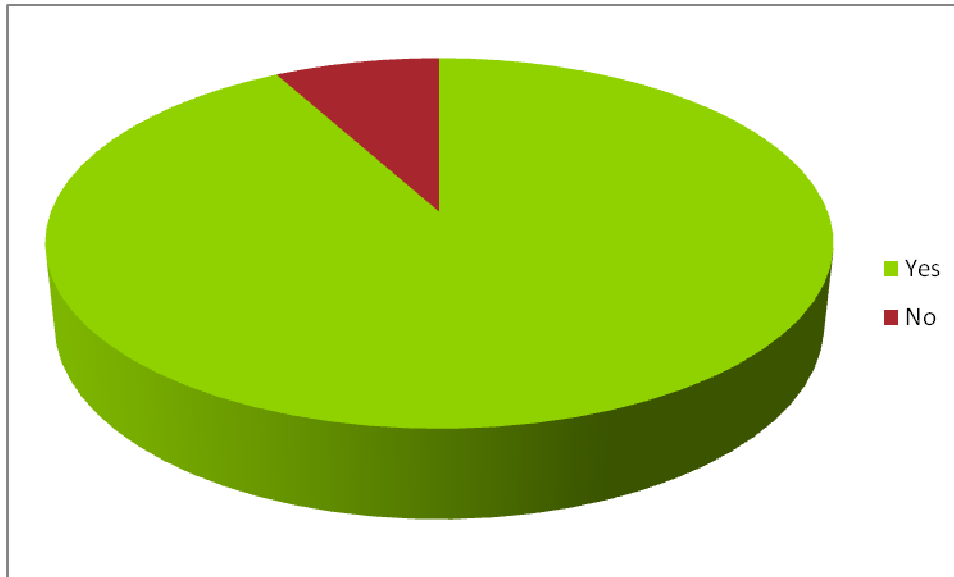
Key themes from the consultation:

- Support proposed environmental improvements
- Support for canal network objectives, can attract visitors and create green links
- Support town wharf redevelopment which should include the post office
- Enhancement of heritage assets requires major investment
- Encourage good design by improving existing assets
- New development must protect the heritage of the town
- Enhancement of heritage assets will promote Middlewich as a nice place to live
- Are these objectives achievable? Sceptical the improvements will occur.
- Do recent development proposals complement the character of the town? Middlewich has a diverse character which must be reflected in design guidance and new development
- Environmental enhancement should not occur at the expense of residential and economic development
- What energy projects are intended?
- New development should reduce the need for travel or incentivise low carbon transport modes so as not to adversely affect local air quality through emissions

5 Connectivity of the Town

Do you agree with the Connectivity of the Town Objectives in the draft Middlewich Town Strategy?

- 61% of respondents answered this question
- Yes (92%); No (8%);



Key themes from the consultation:

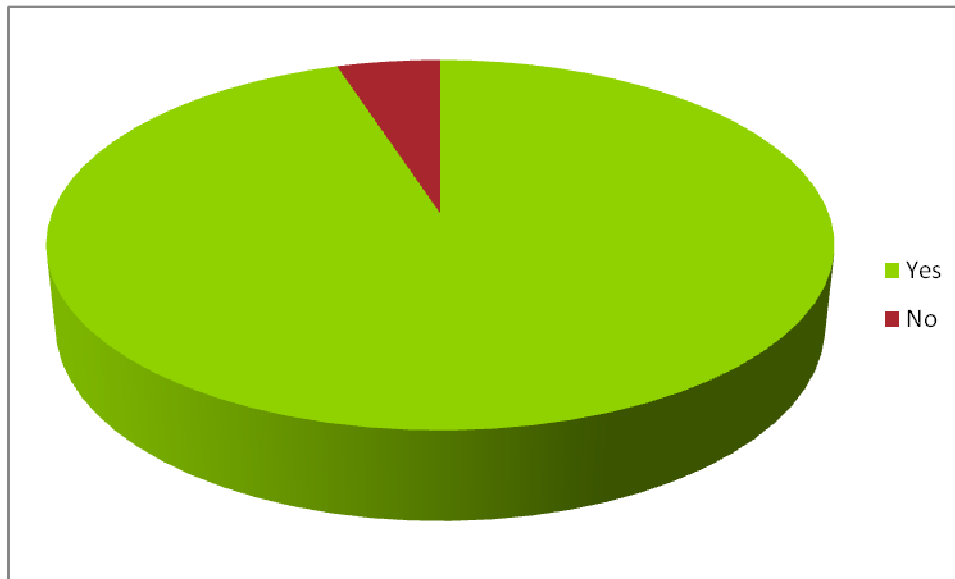
- Support for and objection to the reinstatement of Middlewich Railway Station. Several respondents doubt that there is sufficient demand, others believe it would increase sustainability and visitor appeal, and reduce reliance on private transport.
- In the case of reopening the station, consider parking facilities and bus interchange.
- Support improvements to the connectivity of the town but feel the objectives are difficult to understand
- Town centre requires improved parking facilities
- Following completion of the Middlewich Eastern Link Road, the roads through the nearby housing estates should be designated as for access only
- Support for and objections to the Middlewich Eastern Link Road: it will dissuade people from visiting the town centre; it will move congestion rather than relieve it; it will not reduce much of the town centre congestion
- Support for Eastern Link Road as it will link the canal back to the town and church
- Support for improved provision of public rights of way and buses, particularly their speed, frequency and routes including a service around the town and to existing railway stations
- The objectives should incentivise low carbon technologies by providing appropriate technologies
- Local taxi firms should be allowed to use the town centre taxi rank
- Generally agree with the strategy
- Must address through traffic between Winsford/Nantwich and the M6
- Enhancement of traffic infrastructure is a key priority and needs urgent intervention
- Transport infrastructure is currently very poor and must be enhanced

- Shared space scheme requires explanation and further assessment; it could be expensive

6 Community Infrastructure and Services

Do you agree with the Community Infrastructure and Services Objectives in the draft Middlewich Town Strategy?

- 60% of respondents answered this question
- Yes (95%); No (5%);



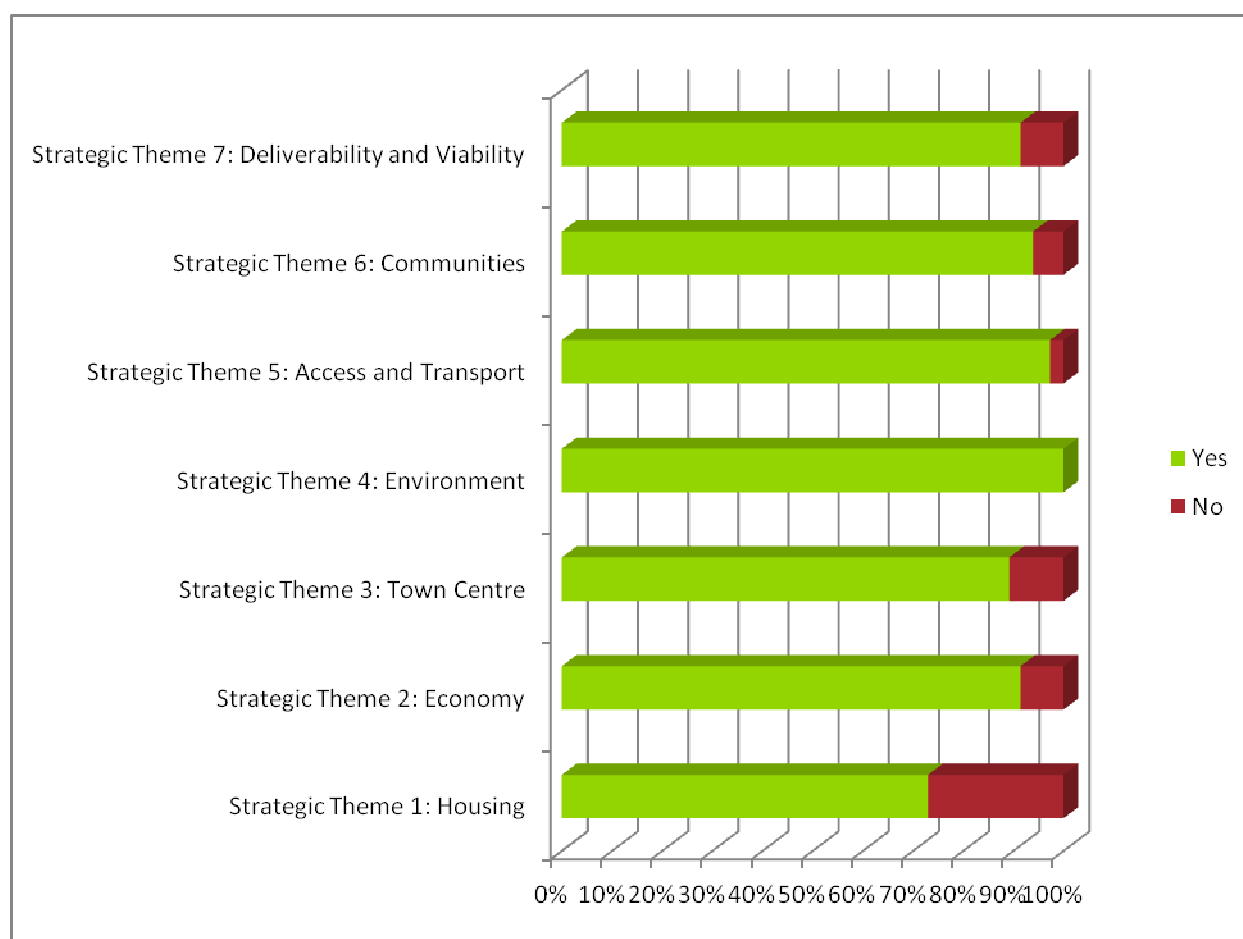
Key themes from the consultation:

- Support for enhancement of community and leisure facilities including greater provision of facilities for children
- Provide a cinema and/or swimming pool
- Provide a shop in the North East of the town (Site C2) to support the community
- Enhance community facilities at Fountain Fields
- Facilities are not proportional to the population
- No skate park in the town centre
- The community church should not be relocated to a greenfield site outside Middlewich
- The strategy should unite the Middlewich community
- Relocation of community facilities from existing buildings may negatively affect these heritage assets
- Location of community facilities outside the existing settlement boundary will increase reliance on private transport and reduce their sustainability
- Support regeneration of the Town Wharf
- There is no justification for the regeneration of the Town Wharf
- Development of a ring road around Middlewich should take priority
- Make greater provision for car parking, particularly within housing estates
- Improved provision for religion should not be a priority

Q3 Strategy Themes

Do you agree or disagree with the Strategy for Middlewich?

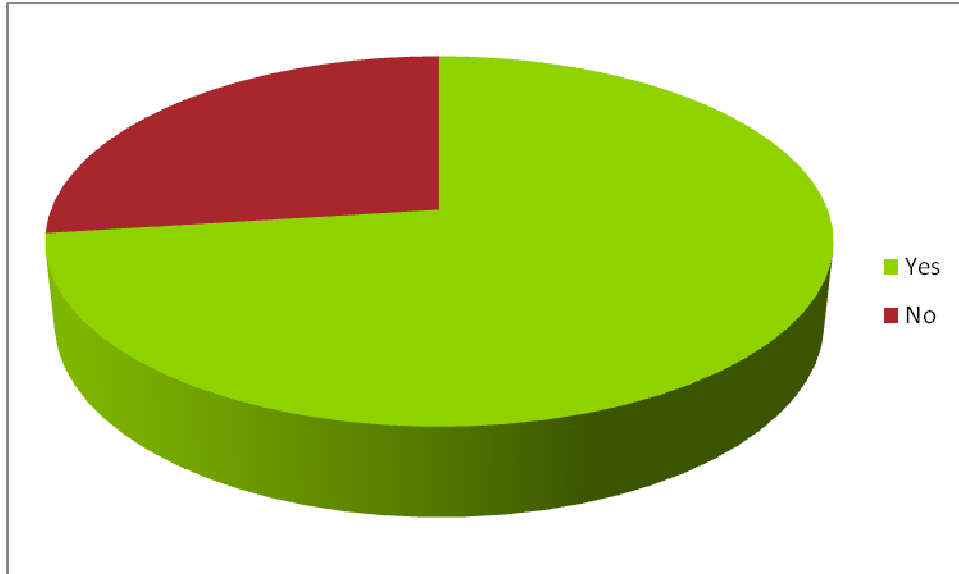
- 60% of respondents answered Theme 1 (Housing), 56% Theme 2 (Economy), 60% Theme 3 (Town Centre), 56% Theme 4 (Environment), 56% Theme 5 (Access and Transport), 53% Theme 6 (Communities) and 56% answered Theme 7 (Deliverability and Viability)



1 Housing

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

- 60% of respondents answered this question
- Yes (73%); No (27%)



Key themes from the consultation:

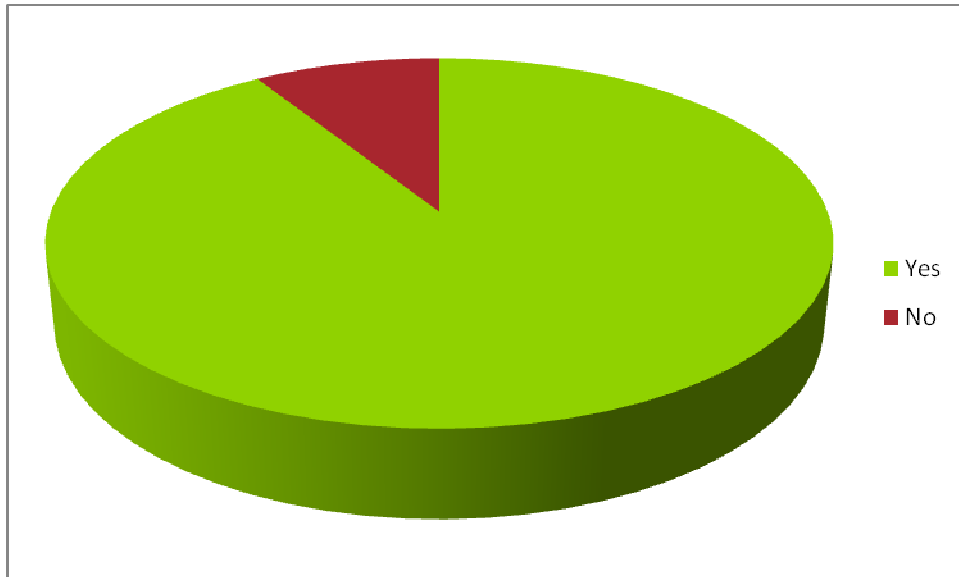
- Development should be prioritised in the town centre and on brownfield sites rather than outside the settlement boundary or on greenfield sites
- The level of housing growth is acceptable provided infrastructure is improved and employment opportunities are increased
- The level of housing growth proposed is the minimum required in Middlewich
- The proposed level of housing needs to be reduced
- Housing must be affordable and environmentally efficient
- Infrastructure and job availability cannot cope with the proposed level of new housing
- New housing should seek to meet the needs of the community
- Seeking to improve the canal corridor through housing development will have a negative impact on the asset and increases risk and liabilities. It is already well-maintained.
- The Trent and Mersey Canal and railway line create barriers which should be addressed by improving links or creating more mixed-use areas
- Hard to identify the exact location of specific development options
- Development should only occur following management of traffic problems, improvement of transport links and enhancement of infrastructure and services
- Support provision of a mix of good quality, well-designed housing types at a number of appropriate locations around the town reflecting community need and aspirations
- Provision of specialist housing particularly for the elderly
- No need for additional affordable or buy to let housing
- The objective should make reference to the presumption in favour of sustainable development

- Brownfield sites should be prioritised over greenfield sites
- The level of housing for each settlement should be determined within the Core Strategy, reflecting the findings of the evidence base and informed by the SHMA
- Consideration of spatial distribution options within the Core Strategy Issues and Options has not been completed. There has been no analysis of the document showing consultation responses, proposed scale of development of preferred option. It is therefore premature to give proposed levels of housing in Middlewich.
- The level of housing proposed will result in development which is too dense
- There will be local opposition to new development
- Concern about housing development of brownfield land as it reduces availability of employment sites and reduces levels of developer contributions
- Greenfield urban extensions will ensure housing requirements and community benefits are achieved
- Development should be focused to the north of the town
- Development should focus on restoring the heart of Middlewich rather than building large housing estates on the outer edge of the community
- The document adequately reflects the need for specialist housing. Considerations include topography, safety and the environment, mobility, services and community facilities.
- Make use of vacant buildings and use existing housing more intensively

2 Economic Prosperity

Do you agree or disagree with the Economic Prosperity Theme in the draft Middlewich Town Strategy?

- 56% of respondents answered this question
- Yes (91%); No (9%)



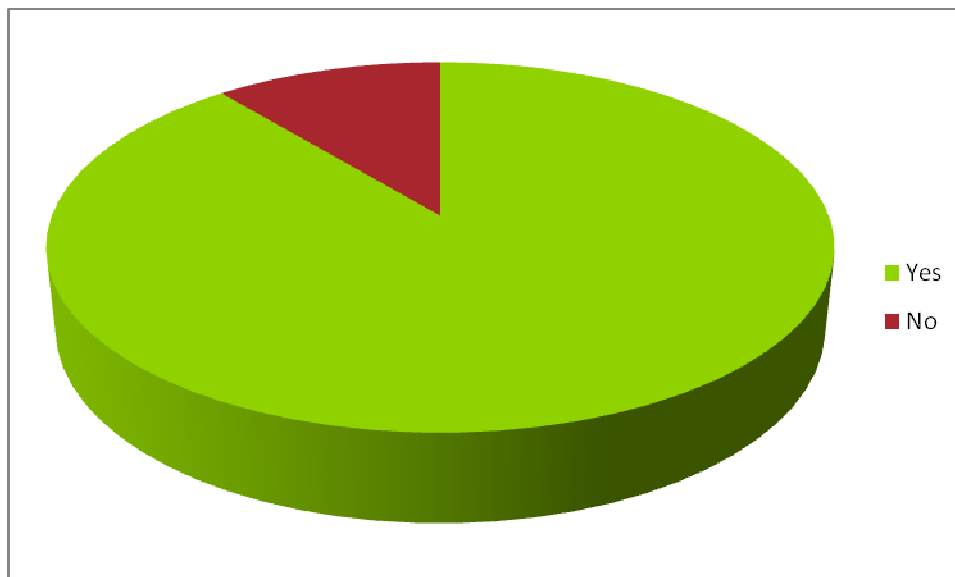
Key themes from the consultation:

- New employment should focus on full-time jobs and high quality, sustainable employment which creates the greatest number of jobs
- Heritage assets should be enhanced to improve the economy of the town
- Leisure facilities should be considered a key aspect of the town's economy
- Concern about impact of increased jobs on transport infrastructure.
- Light pollution can result from employment development
- Support the need to attract manufacturing to the area
- Support expansion of Midpoint 18 and creation of employment opportunities there
- Employment development at Midpoint 18 should occur for a defined end user and not speculatively
- Economic prosperity has been well considered
- Enhance transport infrastructure including railway station and Eastern Link Road in order to support employment development
- Provide employment in advance of residential development
- Enhancement of the economy should not jeopardise the character of the town
- Promote opportunities related to the canal network
- Provide incentives for employers providing high-value jobs and training to local people
- Make use of vacant buildings

3 Town Centre

Do you agree or disagree with the Town Centre Theme in the draft Middlewich Town Strategy?

- 60% of respondents answered this question
- Yes (89%); No (11%)



Key themes from the consultation:

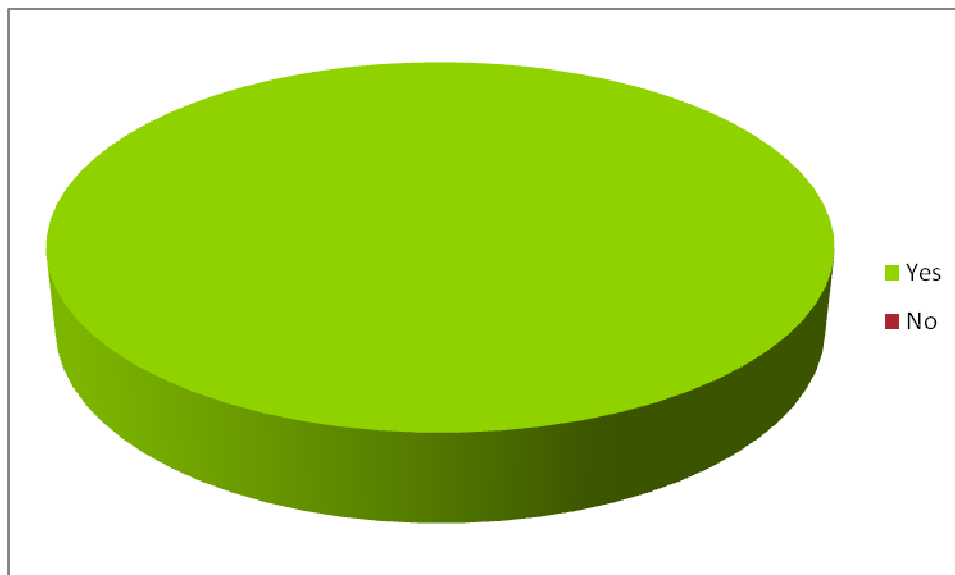
- Support for town centre aspirations
- Town centre will only be successful if local people and visitors use it; and it is clean, well-managed and policed
- Management of congestion and parking are key
- Support for town centre redevelopment including increased choice and larger retailers
- Support the use of national retailers as anchor stores, provided they integrate into the town
- National retailers would negatively affect existing independent retailers and discourage others from setting up in the town in the future
- Enhance the public realm
- Enhance street furniture
- Protect the natural environment within the town centre
- Road redesign must consider impact on access to schools
- The town is in need of urgent attention
- Need greater detail on how the town centre will be enhanced
- Must create a feeling of pride and safety
- Build supermarkets in the town more quickly
- No need for additional supermarkets
- Additional supermarkets are needed in a growing town and will not affect specialised stores
- Support for civic hub adjacent to the canal and Lewin Street
- Do not compromise access to the town centre by building infill housing
- Protect the quality of life of those already living in the town centre
- Offer competitive rental values and reduce business rates

- Consider the character of the town centre as development occurs
- Impact of Middlewich enhancement on Crewe town centre

4 Environment

Do you agree or disagree with the Environment Theme in the draft Middlewich Town Strategy?

- 56% of respondents answered this question
- Yes (100%); No (0%)



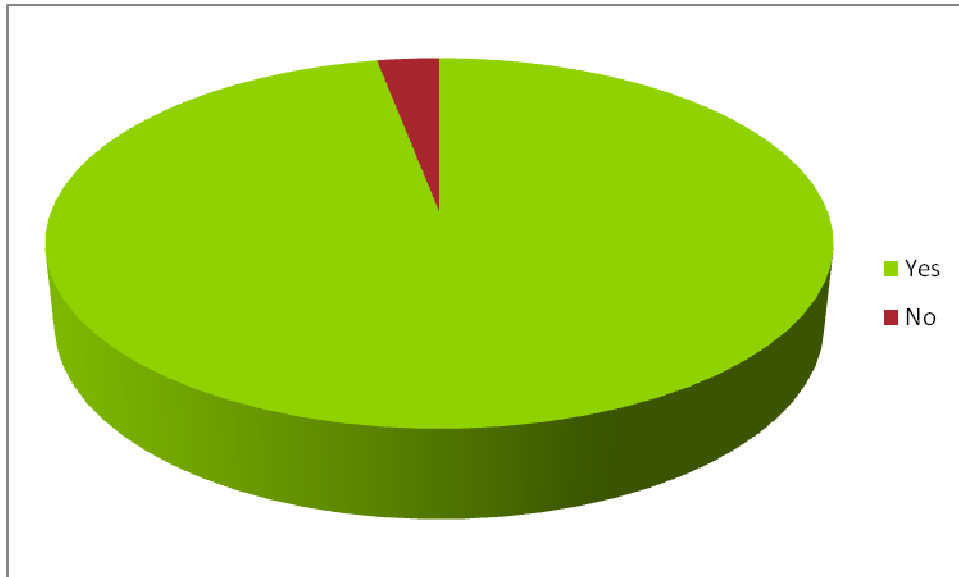
Key themes from the consultation:

- Support proposed environmental improvements
- Support for canal network objectives, can attract visitors and create green links
- Support town wharf redevelopment which should include the post office
- Enhancement of heritage assets requires major investment
- Encourage good design by improving existing assets
- New development must protect the heritage of the town
- Enhancement of heritage assets will promote Middlewich as a nice place to live
- Are these objectives achievable? Sceptical the improvements will occur.
- Do recent development proposals complement the character of the town? Middlewich has a diverse character which must be reflected in design guidance and new development
- Environmental enhancement should not occur at the expense of residential and economic development
- What energy projects are intended?
- New development should reduce the need for travel or incentivise low carbon transport modes so as not to adversely affect local air quality through emissions

5 Access and Transport

Do you agree or disagree with the Access and Transport Theme in the draft Middlewich Town Strategy?

- 60% of respondents answered this question
- Yes (97%); No (3%)



Key themes from the consultation:

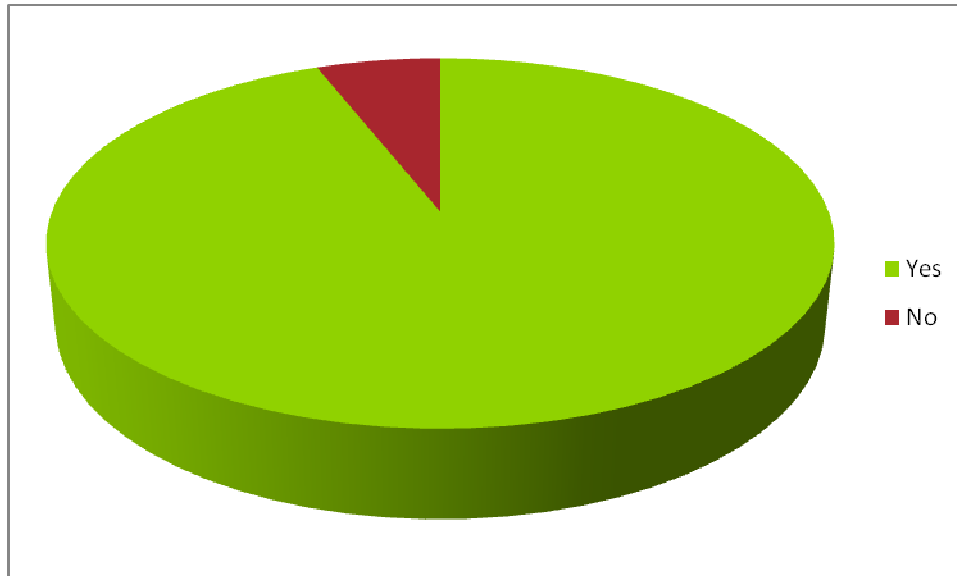
- Support for and objection to the reinstatement of Middlewich Railway Station. Several respondents doubt that there is sufficient demand, others believe it would increase sustainability and visitor appeal, and reduce reliance on private transport.
- In the case of reopening the station, consider parking facilities and bus interchange.
- Support improvements to the connectivity of the town but feel the objectives are difficult to understand
- Town centre requires improved parking facilities
- Following completion of the Middlewich Eastern Link Road, the roads through the nearby housing estates should be designated as for access only
- Support for and objections to the Middlewich Eastern Link Road: it will dissuade people from visiting the town centre; it will move congestion rather than relieve it; it will not reduce much of the town centre congestion
- Support for Eastern Link Road as it will link the canal back to the town and church
- Support for improved provision of public rights of way and buses, particularly their speed, frequency and routes including a service around the town and to existing railway stations
- The objectives should incentivise low carbon technologies by providing appropriate technologies
- Local taxi firms should be allowed to use the town centre taxi rank
- Generally agree with the strategy
- Must address through traffic between Winsford/Nantwich and the M6
- Enhancement of traffic infrastructure is a key priority and needs urgent intervention

- Transport infrastructure is currently very poor and must be enhanced
- Shared space scheme requires explanation and further assessment; it could be expensive

6 Communities

Do you agree with the Communities Theme in the draft Middlewich Town Strategy?

- 53% of respondents answered this question
- Yes (94%); No (6%)



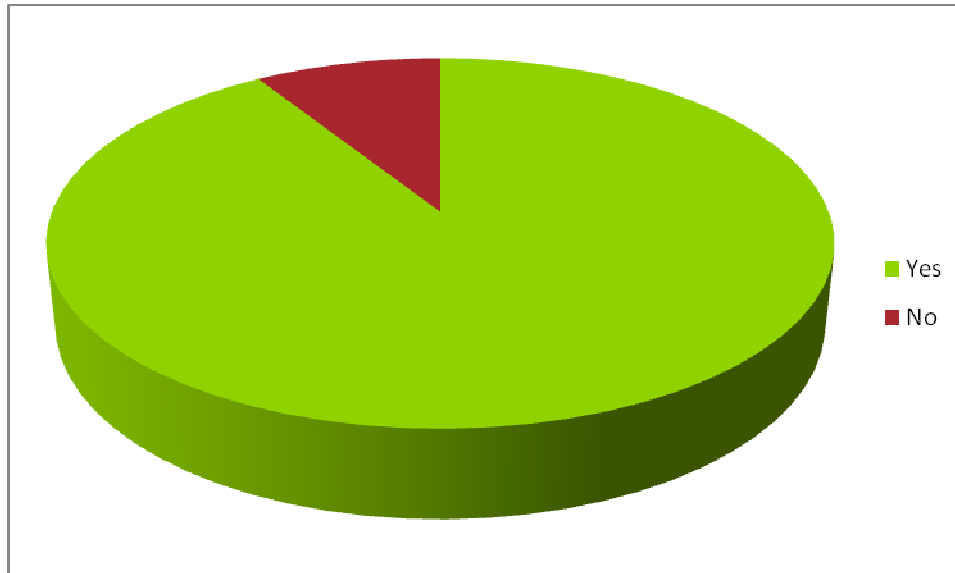
Key themes from the consultation:

- Support for enhancement of community and leisure facilities including greater provision of facilities for children
- Provide a cinema and/or swimming pool
- Provide a shop in the North East of the town (Site C2) to support the community
- Enhance community facilities at Fountain Fields
- Facilities are not proportional to the population
- No skate park in the town centre
- The community church should not be relocated to a greenfield site outside Middlewich
- The strategy should unite the Middlewich community
- Relocation of community facilities from existing buildings may negatively affect these heritage assets
- Location of community facilities outside the existing settlement boundary will increase reliance on private transport and reduce their sustainability
- Support regeneration of the Town Wharf
- There is no justification for the regeneration of the Town Wharf
- Development of a ring road around Middlewich should take priority
- Make greater provision for car parking, particularly within housing estates
- Improved provision for religion should not be a priority

7 Deliverability and Viability

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

- 56% of respondents answered this question
- Yes (91%); No (9%);

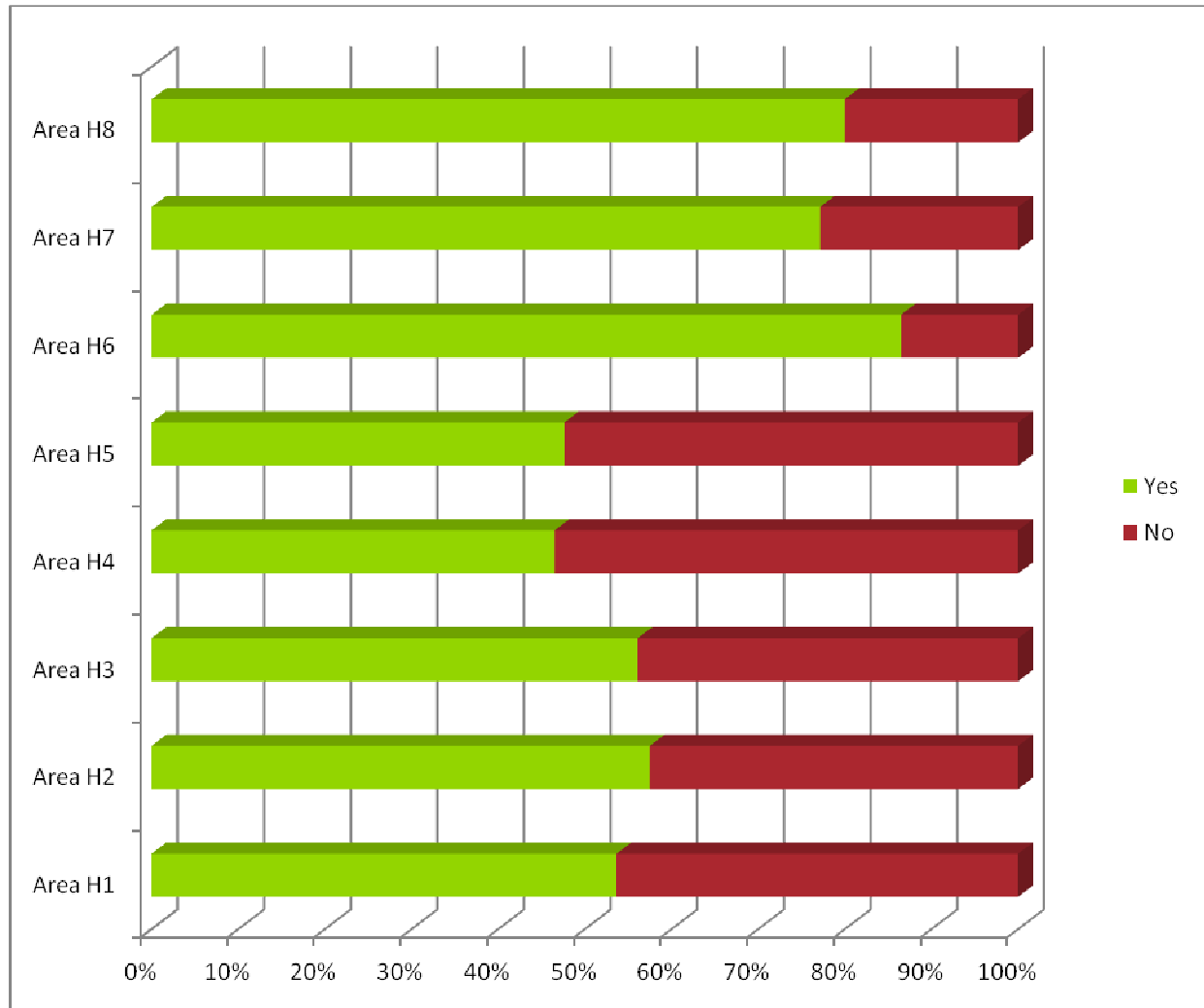


Key themes from the consultation:

- Sceptical of delivery
- Support for the approach to implementation
- Timescales are inadequate for deliverability
- Flexibility is required in implementation
- Question the role of the Strategy, as the outcomes would occur without it
- Can sufficient funding be generated to implement the Strategy?
- Should be a greater focus on deliverability in line with the NPPF
- Add a bullet point to ensure the viability of new development

Q4a Potential Housing Development Options

Do you agree or disagree with the Potential Housing Development Options in Middlewich?



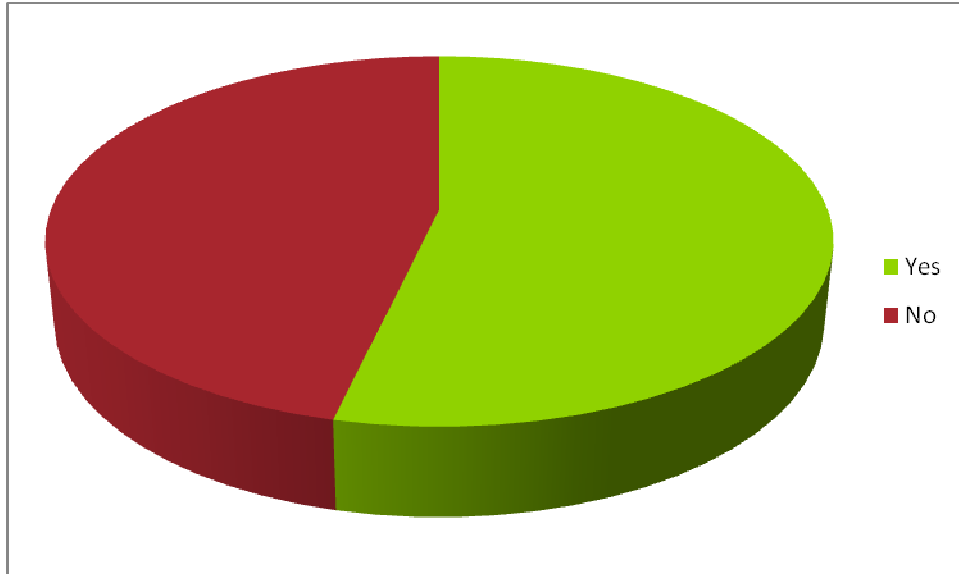
General Comments covering all Options:

- Development sites are difficult to interpret
- Implement other aspects of the Strategy before housing
- Identification of sites does not seem to have been supported by a detailed evidence base and comprehensive analysis
- Housing capacity estimates for some sites are incorrect and inconsistent with the most recent evidence of the SHLAA Update 2011
- Consider impact on level crossings. Increased use reduces train speeds
- Use masterplans to maximise community benefits particularly sustainable transport links
- Further consideration needs to be given to the constraints to development, this includes: sequential land use environmental capacity including flood plains and transport implications nature conservation areas settlement patterns vistas from developed and undeveloped areas local landscape designations such as Areas of Special County Value the grade of agricultural land

Site H1

Do you agree with Site H1 as a potential area for future development?

- 66% of respondents answered this question
- Yes (54%); No (46%)



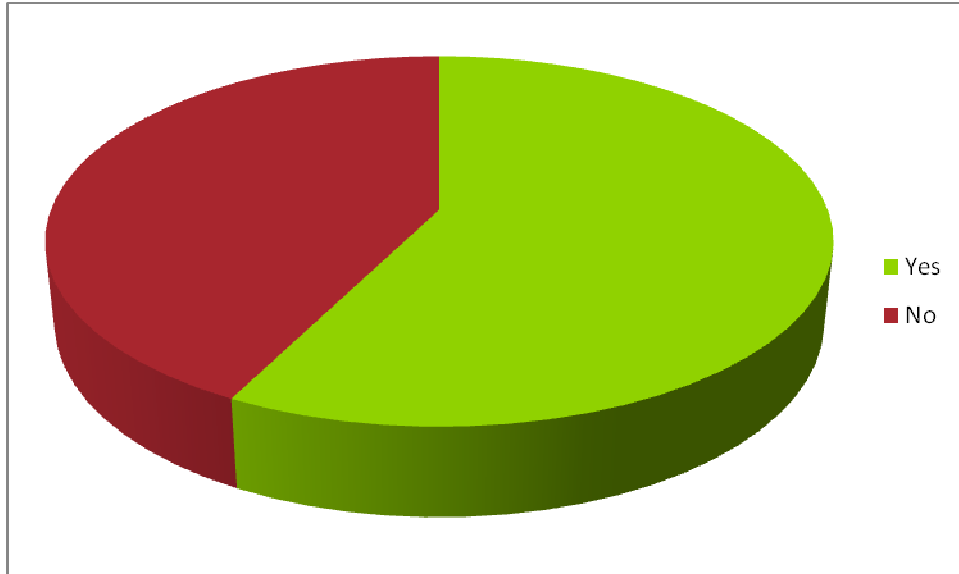
Key themes from the consultation:

- Unsustainable location will increase reliance on private transport
- Agricultural land, greenfield site and its wildlife should be protected
- Infrastructure cannot cope with extra development in this location
- Site is outside settlement boundary
- Support for this site which is suitable, available and deliverable
- Development would require improved access to public transport
- Development should be focused close to the motorway, not south of the town
- Poor access to M6. Will compound congestion in the town.
- Development to the south of the town may reduce viability of the town centre
- Development on this site would have a detrimental impact on amenity and value of surrounding houses
- Site benefits from good access to Midpoint 18
- Site is adjacent to the urban area
- Level of development proposed on the site is too high
- Less prominent and less accessible than H2, therefore less suitable for development

Site H2

Do you agree with Site H2 as a potential area for future development?

- 63% of respondents answered this question
- Yes (57.5%); No (42.5%)



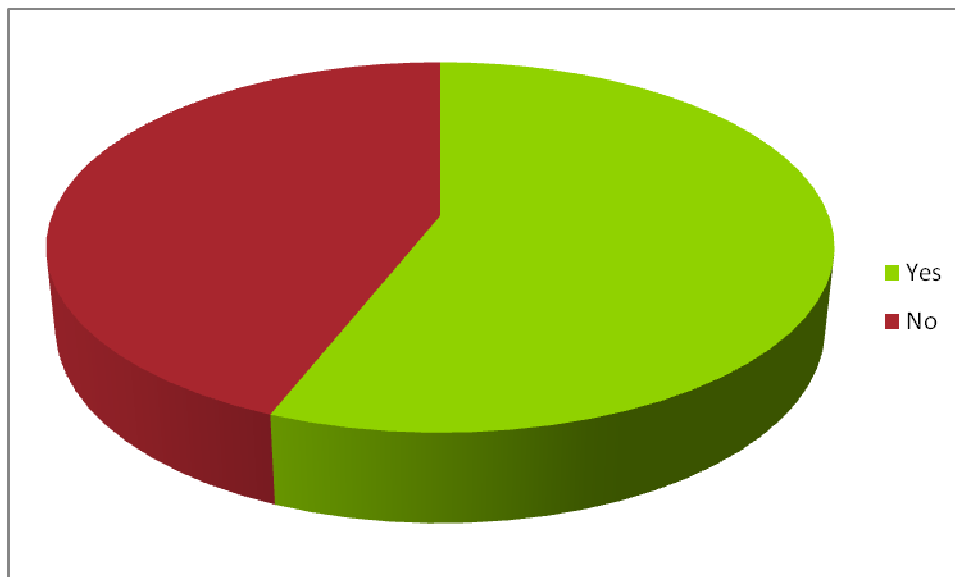
Key themes from the consultation:

- Unsustainable location will increase reliance on private transport
- Site is outside settlement boundary
- Agricultural land, greenfield site and its wildlife should be protected
- Infrastructure cannot cope with extra development at this location
- Development should be focused near the motorway, not south of the town
- Development would require improved access to public transport and improved infrastructure
- The level of housing proposed is not required
- Site benefits from good access to Midpoint 18
- Support this site which is suitable, available and deliverable
- Development of this site would contribute financially to delivery of the Middlewich Eastern Link Road, enhance the town's economy and improve the town centre
- Level of proposed development is too high
- Development to the south of the town may reduce viability of the town centre
- Poor access to M6. Will compound congestion in the town.

Site H3

Do you agree with Site H3 as a potential area for future development?

- 66% of respondents answered this question
- Yes (56%); No (44%)



Key themes from the consultation:

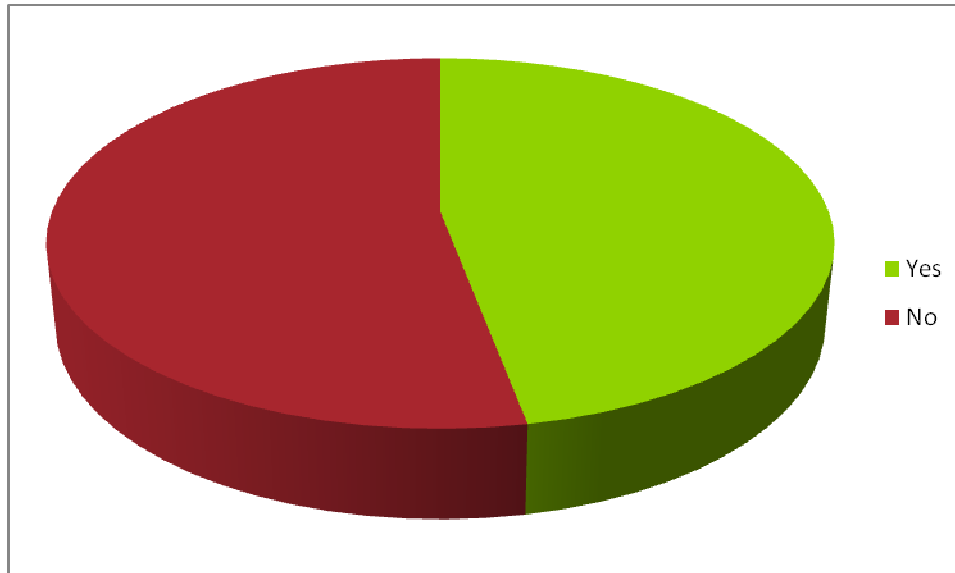
- Site is mostly located in Cheshire West and Chester. Where would community benefits go?
- Site is outside the settlement boundary, in a key buffer between Middlewich and the M6 which should be retained.
- Greenfield sites in open countryside should be protected
- Infrastructure cannot cope with extra development at this location and will need to be improved
- Development would remove a firm boundary to the settlement created by the link road between the A54 and the B530
- Query the deliverability of this site
- Site is in a sustainable location with good access to the town centre, the M6 and employment opportunities
- Site is available, suitable and achievable
- Development would increase flood risk
- Development would impact negatively on listed buildings and scheduled ancient monuments
- Development of the site would have a negative impact on Winsford, reducing the gap between the settlements
- The site is in an unsustainable location and will increase reliance on private transport
- Identification of the site is not supported by a detailed evidence base
- Proposed level of housing is not required
- Site can deliver a range of good quality housing and community benefits

- Development may impact upon the A54, Winsford, M6 corridor, creating a ribbon of development and exacerbating existing congestion

Site H4

Do you agree with Site H4 as a potential area for future development?

- 69% of respondents answered this question
- Yes (47%); Disagree (53%)



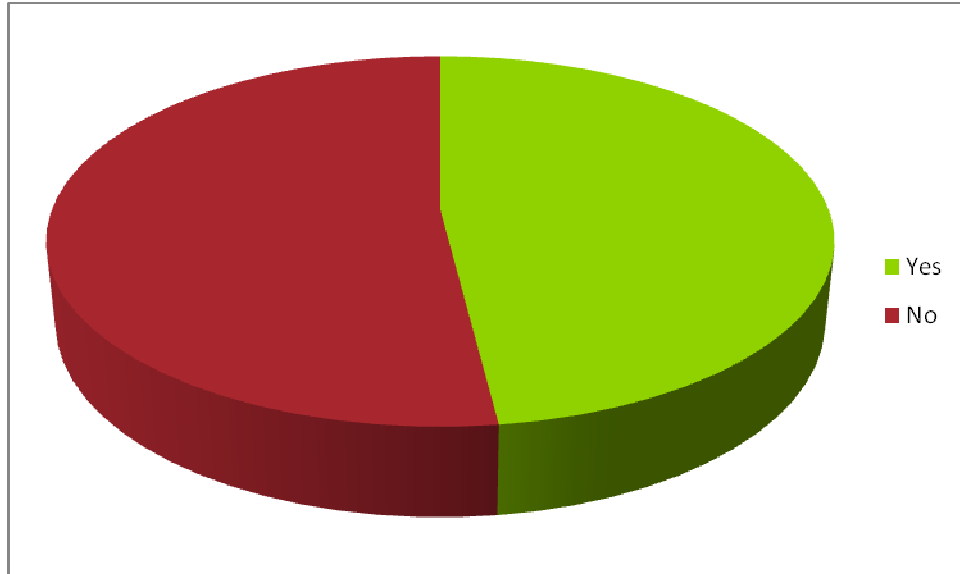
Key themes from the consultation:

- Site is mostly located in Cheshire West and Chester. Where would community benefits go?
- Greenfield sites should be protected
- Development would increase flood risk
- Development would have a negative impact on Winsford, reducing the gap between the two settlements
- Infrastructure cannot cope with extra development at this location and would require improvement
- The site is outside the settlement boundary, detached from the urban area
- Query the deliverability of this site
- Poor access to the M6
- Site is unsustainable and would increase reliance on private transport
- Site is in a sustainable location
- Development would impact negatively on listed buildings and scheduled monuments
- Proposed level of housing is not required
- Would result in the loss of natural woodland and negative impact on the landscape
- Identification of the site is not supported by a detailed evidence base
- Development should protect the ecology of the site
- Topography is unsuitable for development
- Development should be located to the east of the settlement, close to the M6
- Development may impact upon the A54, Winsford, M6 corridor, creating a ribbon of development and exacerbating existing congestion

Site H5

Do you agree with Site H5 as a potential area for future development?

- 42% of respondents answered this question
- Yes (48%); No (52%)



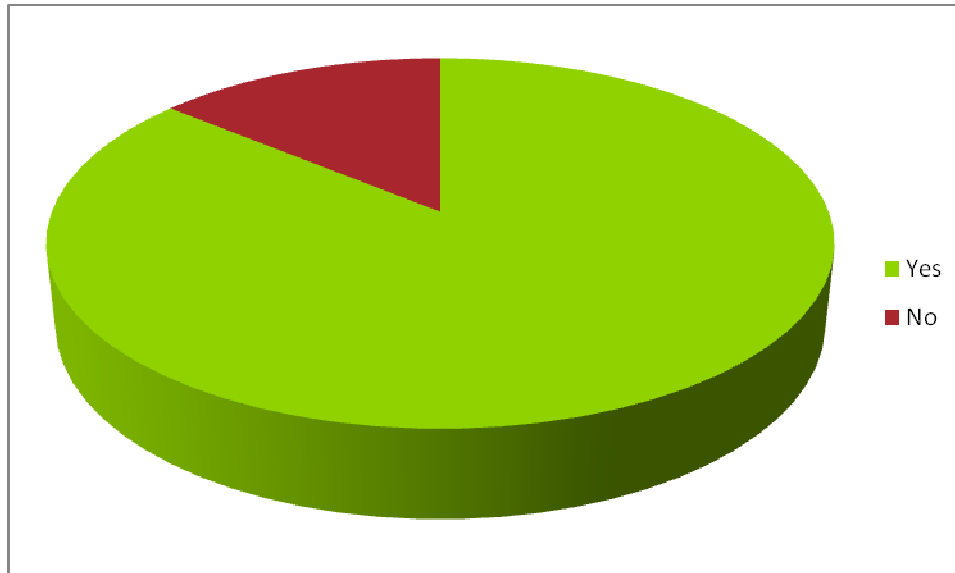
Key themes from the consultation:

- Site is mostly located in Cheshire West and Chester. Where would community benefits go?
- Greenfield sites and good quality agricultural land should be protected
- Development would increase flood risk
- Development would impact negatively on Winsford, reducing the gap between the settlements
- Site is outside the settlement boundary
- Infrastructure cannot cope with extra development at this location and would need improvement
- Query deliverability of the site
- Identification of the site is not supported by a detailed evidence base
- Development would impact upon listed buildings and scheduled monuments
- Unsustainable location which will increase reliance on private transport
- Retain the site for employment use. Job provision is the priority.
- Proposed level of housing is not required
- Would result in loss of natural woodland subject to Tree Preservation Order
- Site is sustainable
- Development should protect the ecology of the site
- Development should be to the east of the settlement, close to the M6
- Topography is unsuitable for development
- Poor access to the M6
- Development may impact upon the A54, Winsford, M6 corridor, creating a ribbon of development and exacerbating existing congestion

Site H6

Do you agree with Site H6 as a potential area for future development?

- 60% of respondents answered this question
- Yes (86%); No (14%)



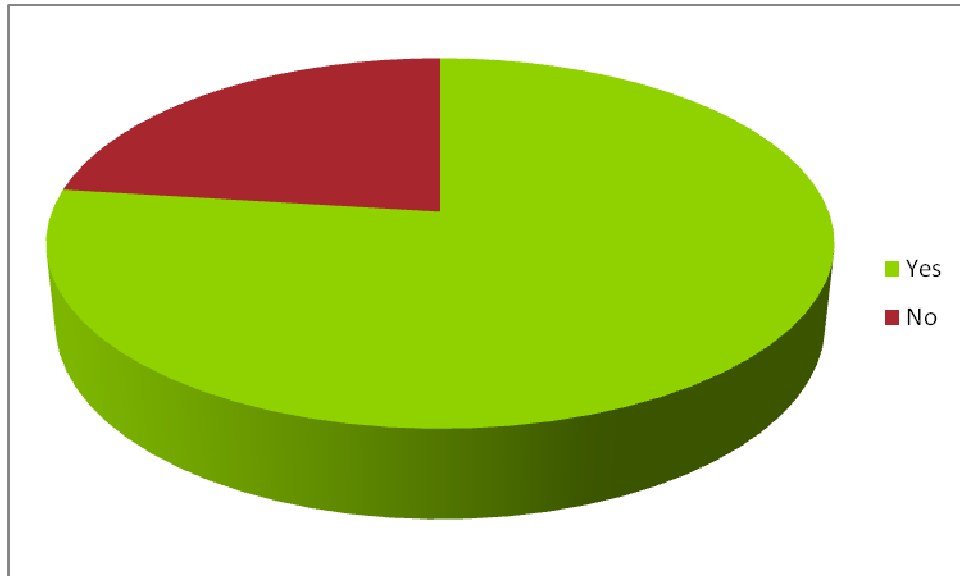
Key themes from the consultation:

- Support for redevelopment of this brownfield site, rather than a greenfield site
- Retain site for employment use. Job creation is the priority.
- Site is in a sustainable location
- Support the site, provided the incinerator is not built
- Brownfield sites are less viable, harder to deliver and may have reduced community benefits
- Support for marina, which would be an asset to the town
- Development must be carefully designed to complement the canal
- Surrounding infrastructure must be improved

Site H7

Do you agree with Site H7 as a potential area for future development?

- 56% of respondents answered this question
- Yes (77%); No (23%)

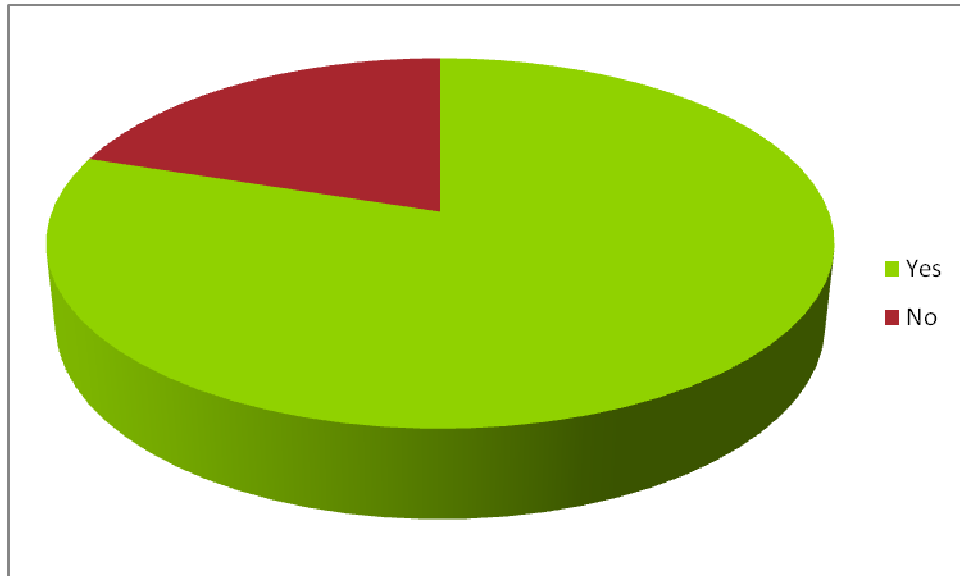


Key themes from the consultation:

- Retain the site for employment use
- This brownfield site is preferential to a greenfield site
- Brownfield sites are less viable, harder to deliver and may have reduced community benefits
- Difficult to get an appropriate scheme on a site of this size without it dominating
- Must improve surrounding infrastructure
- Development of this site may impact on proposals for the railway station
- Decision should be informed by the Employment Land Review
- Sustainable location

Site H8**Do you agree with Site H8 as a potential area for future development?**

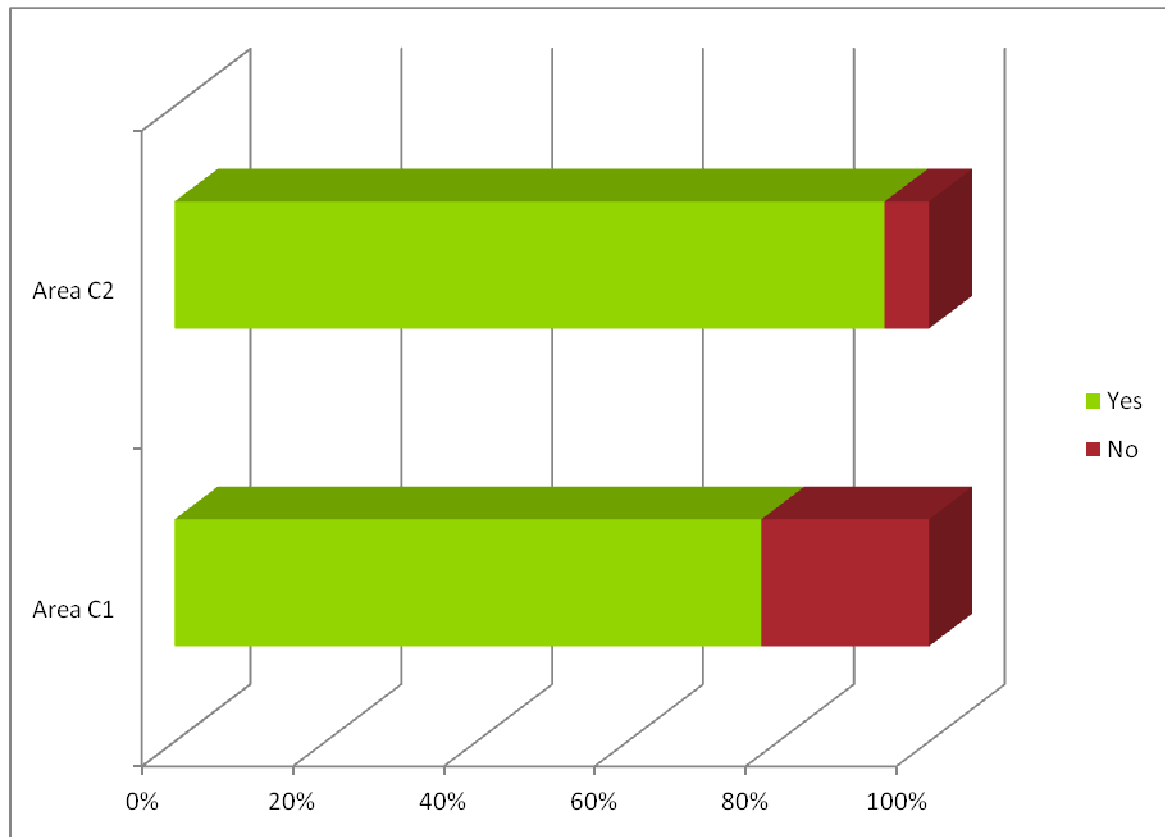
- 56% of respondents answered this question
- Yes (80%); No (20%)

**Key themes from the consultation:**

- Retain the site for employment use
- This brownfield site is preferential to a greenfield site
- Brownfield sites are less viable and more difficult to deliver
- Care must be taken that development does not impinge on archaeological sites
- Surrounding infrastructure must be improved
- Support the redevelopment of this site
- Site is located within the existing town boundaries
- Decision on site use should be informed by the Employment Land Review

Q4b Potential Community Development Options

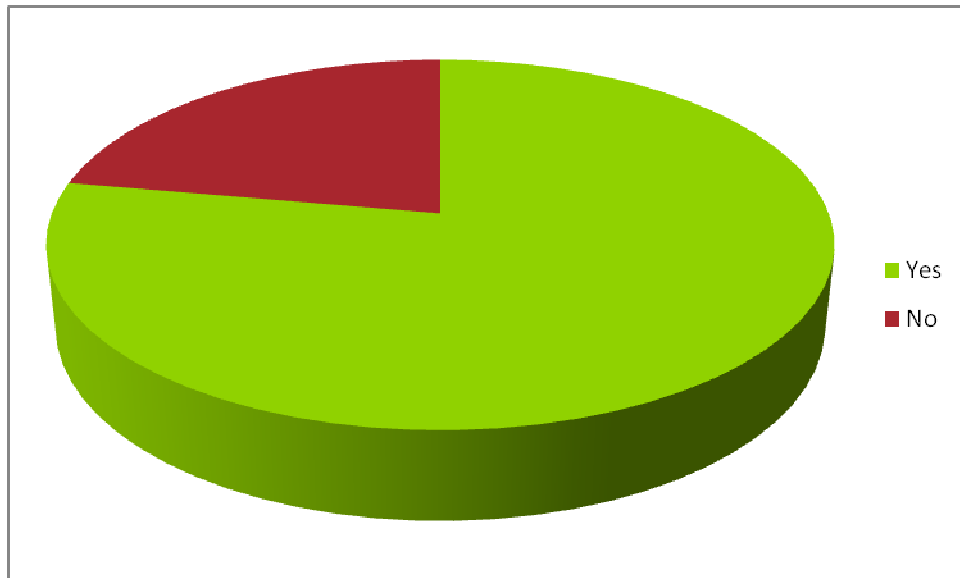
Do you agree or disagree with the Potential Community Development Options in Middlewich?



Site C1

Do you agree with Site C1 as a potential area for future development?

- 58% of respondents answered this question
- Yes (78%); No (2%)



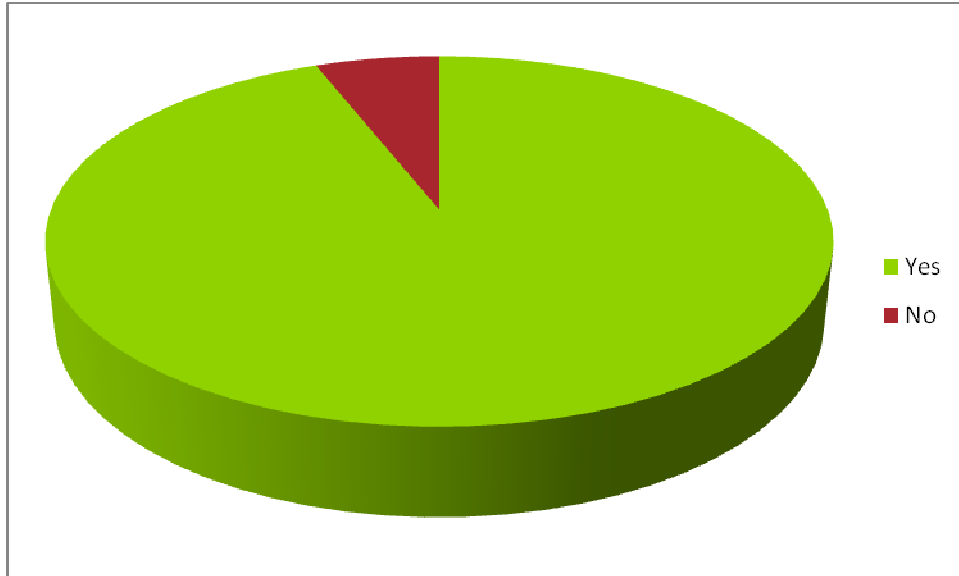
Key themes from the consultation:

- The site is mostly in Cheshire West and Chester. Where would community benefits go?
- Site is outside the settlement boundary in open countryside and would remove a defensible boundary to the east of the town
- Is this located adjacent to the busy Midpoint 18 roundabout?
- Development for community use would be acceptable.
- Would object to housing development of this site
- Greenfield sites should be protected
- Unsustainable location which would increase reliance on private transport
- Site would deliver a range of community benefits

Site C2

Do you agree with Site C2 as a potential area for future development?

- 55% of respondents answered this question
- Yes (94%); No (6%)

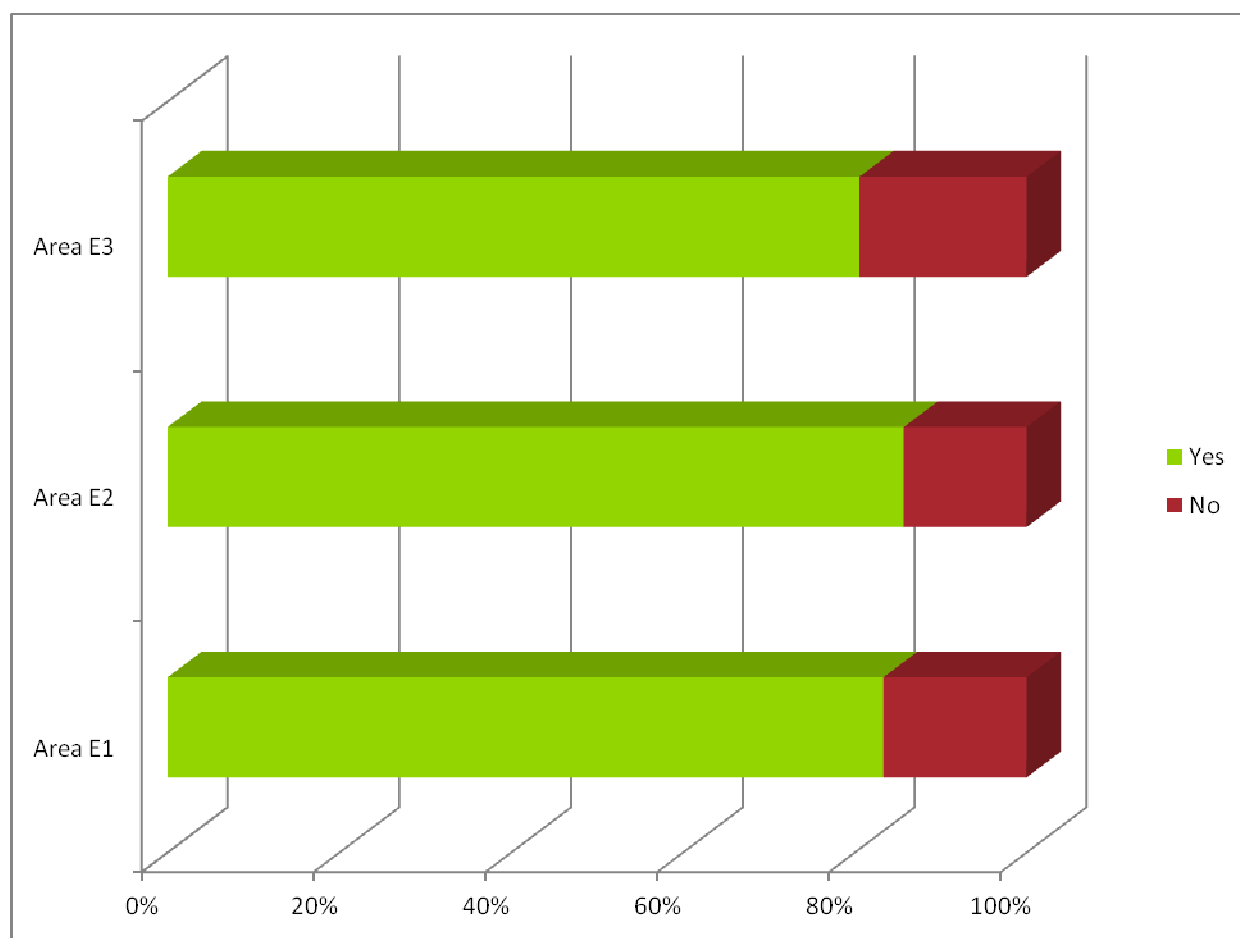


Key themes from the consultation:

- Development for community use would be acceptable, benefiting the local community
- Would object to development for housing
- Sustainable location
- This brownfield site is preferential to a greenfield site
- Site could be suitable for use by the railway station eg associated car parking
- What would happen to existing users?
- Existing highway issues should be addressed
- Site may be difficult to deliver due to contamination and multiple ownership, and may have reduced community benefits. Brownfield sites are less viable than greenfield sites.

Q4c Potential Employment Development Options

Do you agree or disagree with the Potential Employment Development Options in Middlewich?



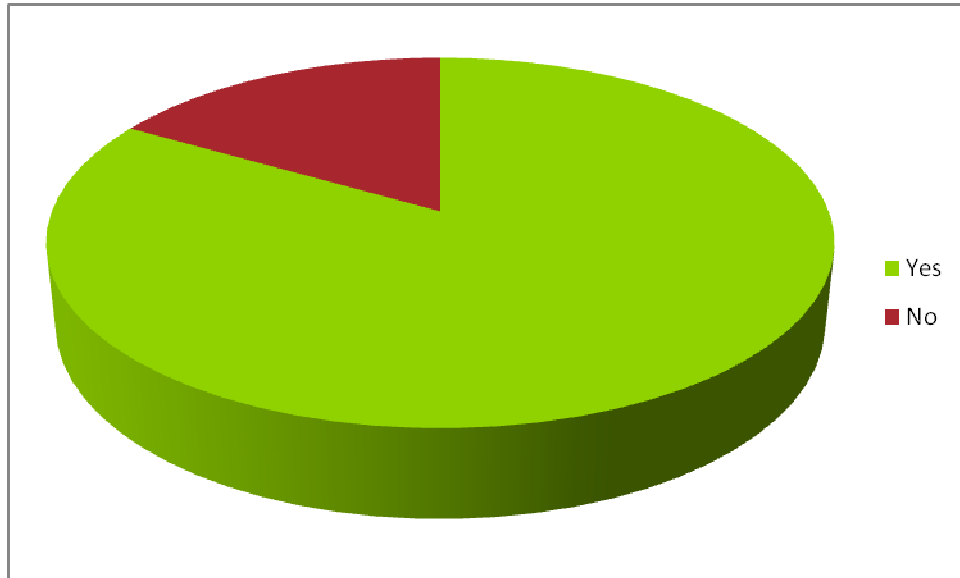
General Comments relevant to all Sites:

- All sites should be included to maximise economic growth and potential job creation
- Sites should not be brought forward in this cycle as there is a more than adequate supply of employment land allocated to the north and south of Cledford Lane
- Employment on these sites should not be B1a office. Business parks or large scale offices here could be detrimental to regeneration of Stoke-on-Trent and Newcastle-under-Lyme

Site E1

Do you agree with Site E1 as a potential area for future development?

- 58% of respondents answered this question
- Yes (83%); No (17%)



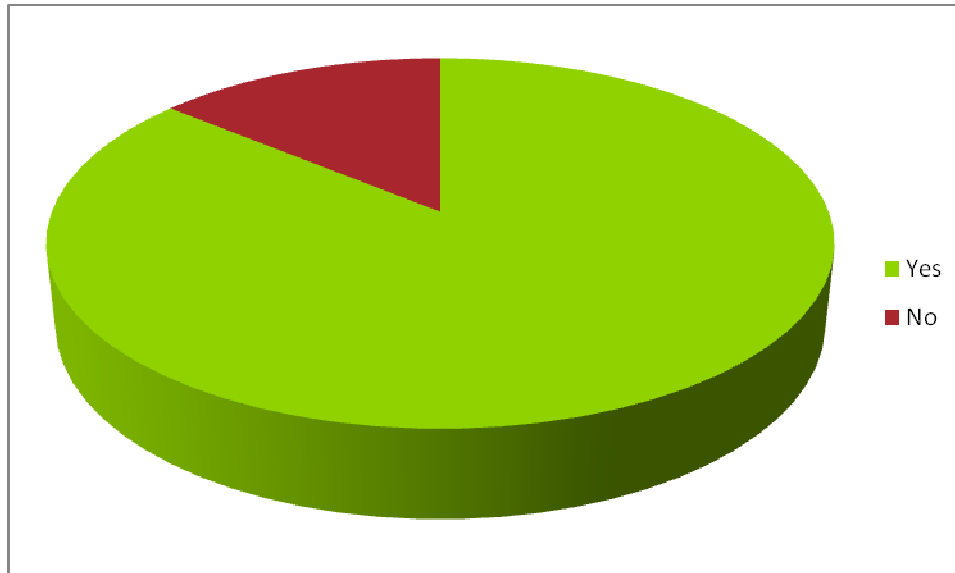
Key themes from the consultation:

- Support this site as there is a need for more employment within the town
- Must establish how much demand there is for additional employment facilities
- Site should be used for a nature reserve
- Existing employment sites should be used more intensively
- Site is outside settlement boundary, in open countryside
- Site is mostly located within Cheshire West and Chester. Where would benefits go?
- If development occurs here, it should be for small and mid-sized units, not large sheds
- Surrounding infrastructure must be improved
- No incinerator on this site
- Greenfield sites should be protected, particularly when brownfield is available
- Site could also contain housing
- Exploit opportunities raised by proximity to M6
- Constrained by overhead power lines, potential flooding and Jodrell Bank Consultation Zone
- These sites should only be allowed to come forward following completion of the link road
- If development occurs, ecological assets must be protected and river corridors enhanced

Site E2

Do you agree with Site E2 as a potential area for future development?

- 56% of respondents answered this question
- Yes (86%); No (14%)



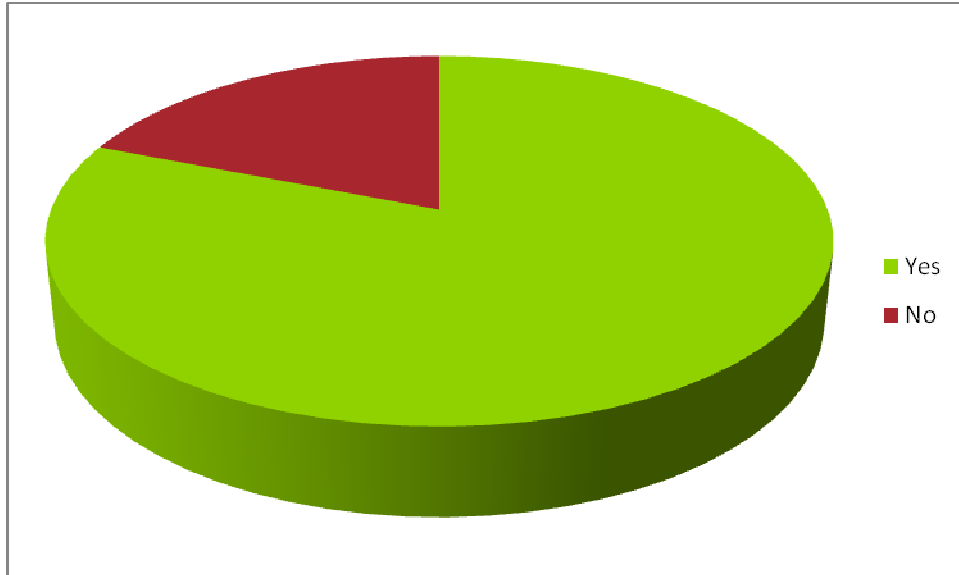
Key themes from the consultation:

- Must establish how much demand there is for additional employment facilities
- Site is mostly in Cheshire West and Chester. Where would benefits go?
- Site is located near/over an approved landfill. Compatibility of uses has not been considered.
- Constrained by main gas pipeline, flood risk, electricity pylons and Jodrell Bank Consultation Zone
- Support due to the need for more employment within the town
- Greenfield sites should be protected, particularly when brownfield sites are available
- The site contains an allocated open space
- Site should be used for a nature reserve
- Site is located outside the settlement boundary in the open countryside
- Infrastructure must be improved
- The site could also contain housing
- Exploit opportunities raised by proximity to the M6
- Existing employment sites should be used more intensively
- Sites should only come forward following completion of the link road
- If development occurs, ecological assets must be protected and the river corridors enhanced

Site E3

Do you agree with Site E3 as a potential area for future development?

- 58% of respondents answered this question
- Yes (81%); No (19%)

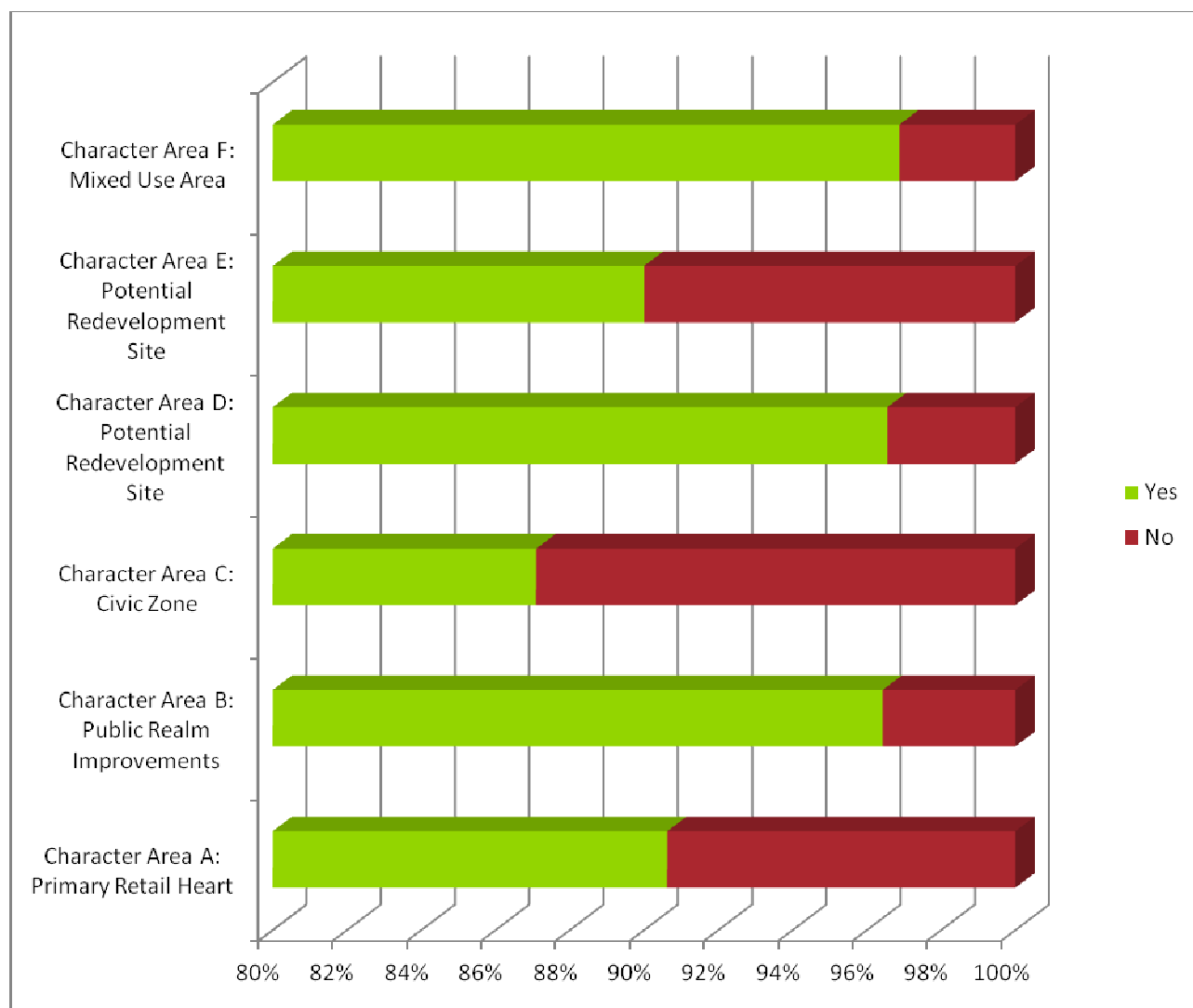


Key themes from the consultation:

- Infrastructure cannot cope with extra development at this location and must be improved
- Site is mostly within Cheshire West and Chester. Where will benefits go?
- Must establish the level of demand for additional employment facilities
- Site is outside settlement boundary and in open countryside
- Development of site would have a negative impact on Winsford
- Site contains an allocated open space
- Support this site as there is need for more employment
- Compatibility of uses with existing approved landfill has not been considered
- Site is constrained by main gas pipe, flood risk, electricity pylons and Jodrell Bank Consultation Zone
- Exploit opportunities of proximity to the M6
- Sites should only come forward following completion of Eastern link road
- Existing employment sites should be used more intensively
- If development occurs, protect the ecological assets and enhance the river corridors

Q5 Town Centre Character Area

Do you agree with the Town Centre Areas in Middlewich?



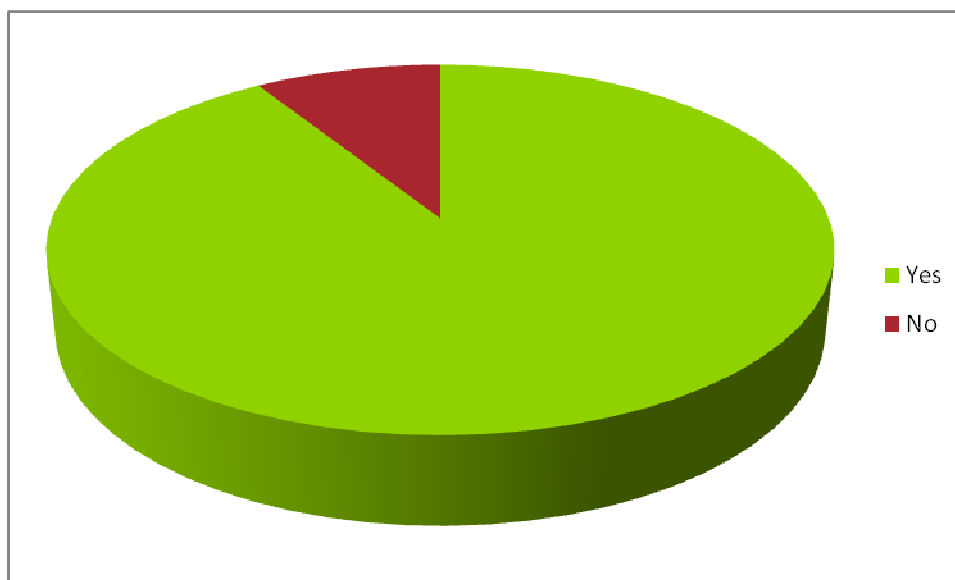
General Comments relevant to all Areas:

- Proposals are unachievable
- Is it realistic to split the town centre into character areas?

Town Centre Character Area A

Do you agree with the Town Centre Area A (Primary Retail Heart) in the draft Middlewich Town Strategy?

- 52% of respondents answered this question
- Yes (91%); No (9%)



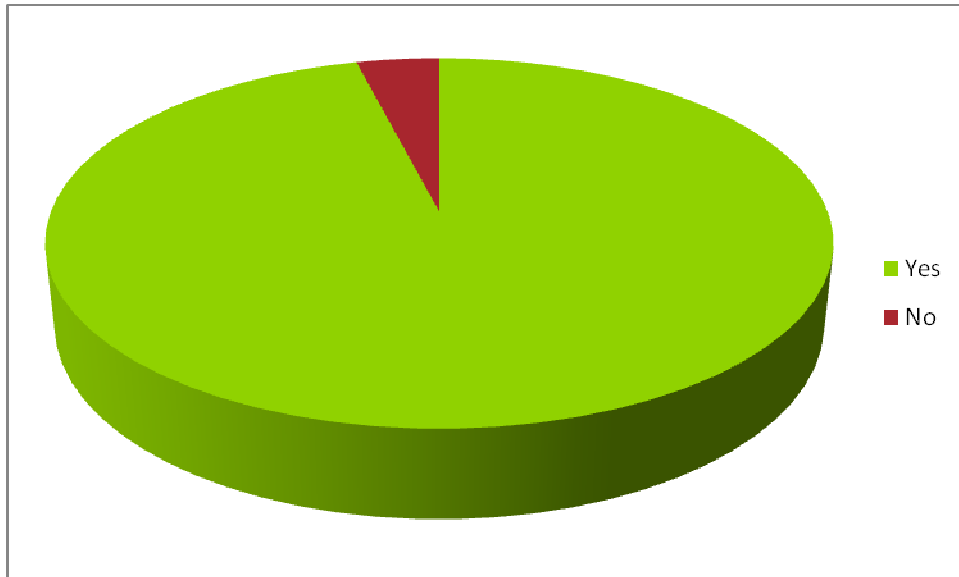
Key themes from the consultation:

- Support – the town centre requires rapid intervention
- Overlap between character areas A and E
- Shopping patterns mean it is unlikely there is scope for new or enhanced retail provision in Middlewich
- Consider increased housing provision rather than improved retail offer in the town centre
- This should remain a primarily retail area with living facilities above and around shops
- Keep the town centre clean
- Support diversification of retail offer and enhancement of public realm

Town Centre Character Area B

Do you agree with the Town Centre Area B (Public Realm Improvements) in the draft Middlewich Town Strategy?

- 45% of respondents answered this question
- Yes (96%); No (4%)



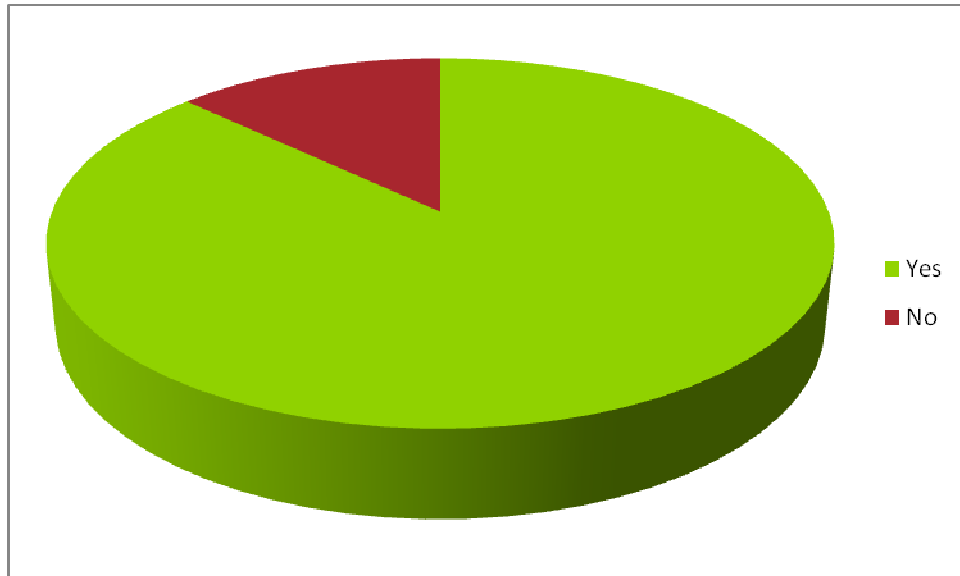
Key themes from the consultation:

- Support public realm improvements, but they should extend beyond this area
- Need further information on potential shared space scheme
- Support improved links to the site of the proposed railway station
- What do these improvements mean?
- Proposals must not interfere with traffic movements

Town Centre Character Area C

Do you agree with the Town Centre Area C (Civic Zone) in the draft Middlewich Town Strategy?

- 50% of respondents answered this question
- Yes (87%); No (13%)



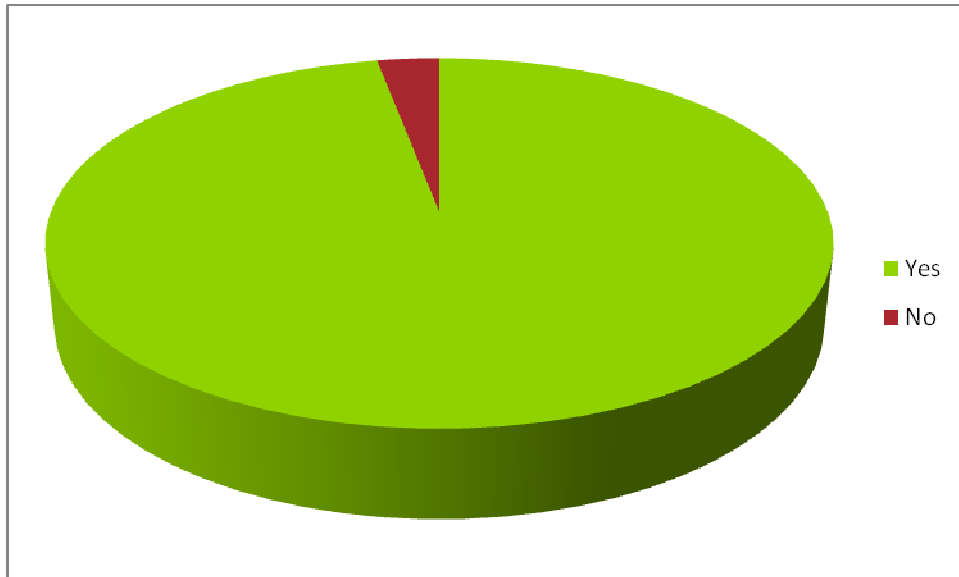
Key themes from the consultation:

- Support the character area
- The expense of providing new civic facilities cannot be justified – use of existing buildings should be maximised
- The local library would make an excellent museum
- The existing civic area is unattractive
- Civic area is overly large
- Concern about access and parking

Town Centre Character Area D

Do you agree with the Town Centre Area D (Potential Redevelopment Site) in the draft Middlewich Town Strategy?

- 47% of respondents answered this question
- Yes (97%); No (3%)



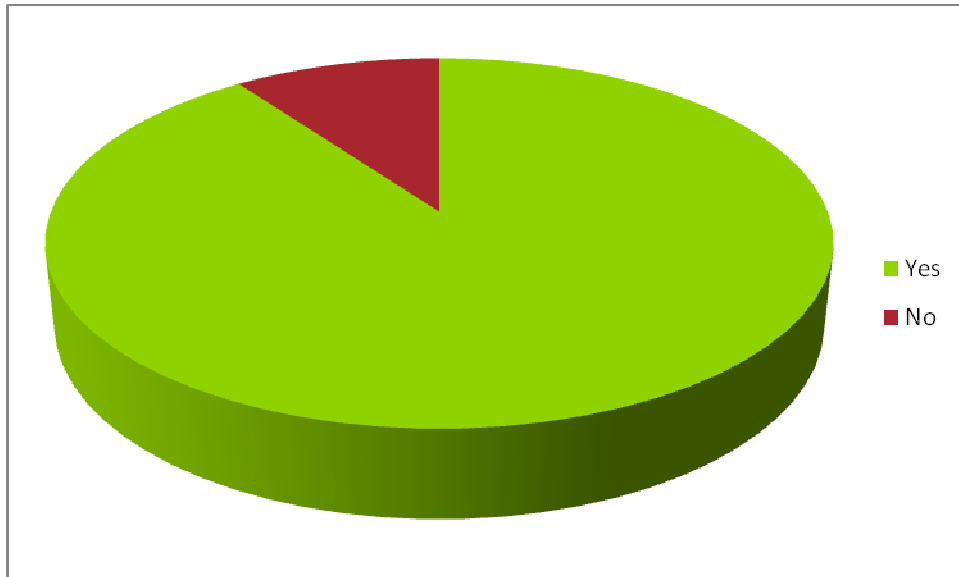
Key themes from the consultation:

- Support the character area
- Why is there differentiation between areas D and E
- Which retailer will operate the supermarket?
- This change will occur irrespective of the Strategy
- Additional information is required
- Support diversification of retail offer and enhancement of public realm

Town Centre Character Area E

Do you agree with the Town Centre Area E (Potential Redevelopment Site) in the draft Middlewich Town Strategy?

- 48% of respondents answered this question
- Yes (90%); No (10%)



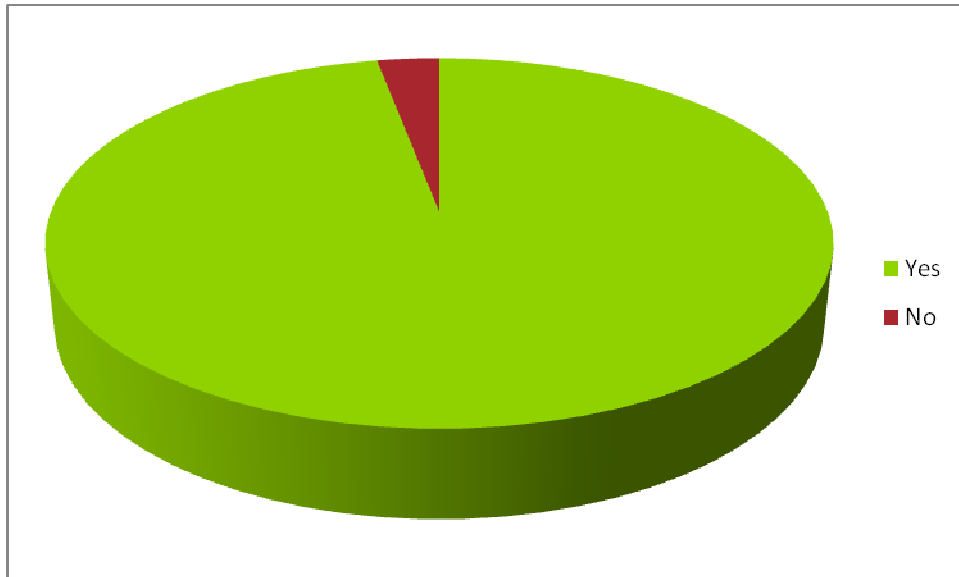
Key themes from the consultation:

- Support the character area
- This site must integrate in to the town centre rather than acting as a stand-alone retail site
- Proposed supermarket is too large. It will dominate, adversely affecting town centre shops.
- Which retailer will operate the supermarket?
- Prefer use of the site by multiple retailers rather than a single supermarket
- Additional information is required
- Site boundary should extend down Wheelock Street to junction with Darlington Street
- Support diversification of retail offer and enhancement of public realm

Town Centre Character Area F

Do you agree with the Town Centre Area E (Mixed Use Area) in the draft Middlewich Town Strategy?

- 52% of respondents answered this question
- Yes (97%); No (3%)

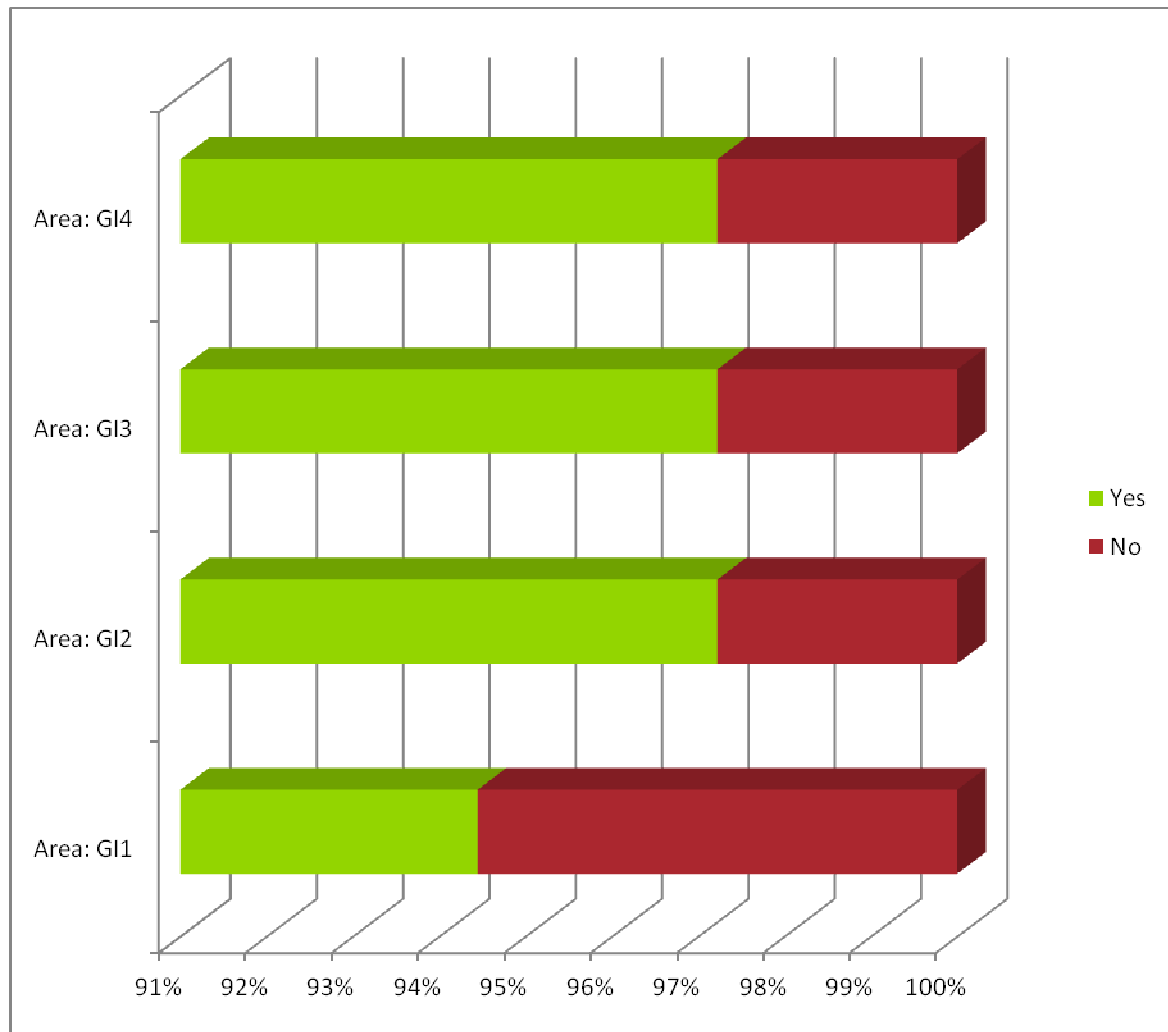


Key themes from the consultation:

- Support the character area
- This area should provide facilities for children. There is a deficit in the town
- Development in this area should not be restricted through zoning
- Open spaces should be protected
- Support diversification of retail offer and enhancement of public realm

Q6 Potential Environmental Improvements

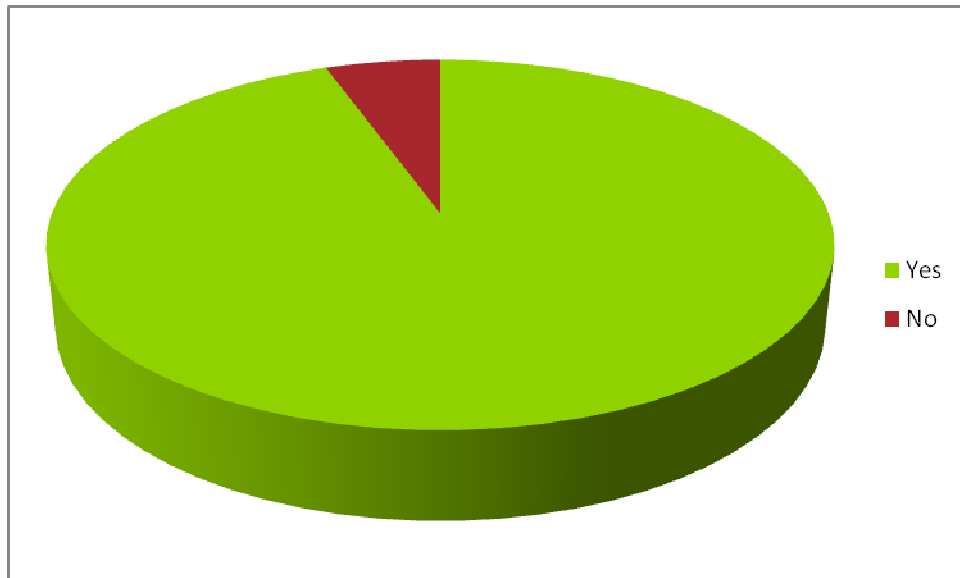
Do you agree with the Potential Environmental Improvements for Middlewich?



Environmental Improvement GI1

Do you agree with Environmental Improvement GI1 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (94%); No (6%)



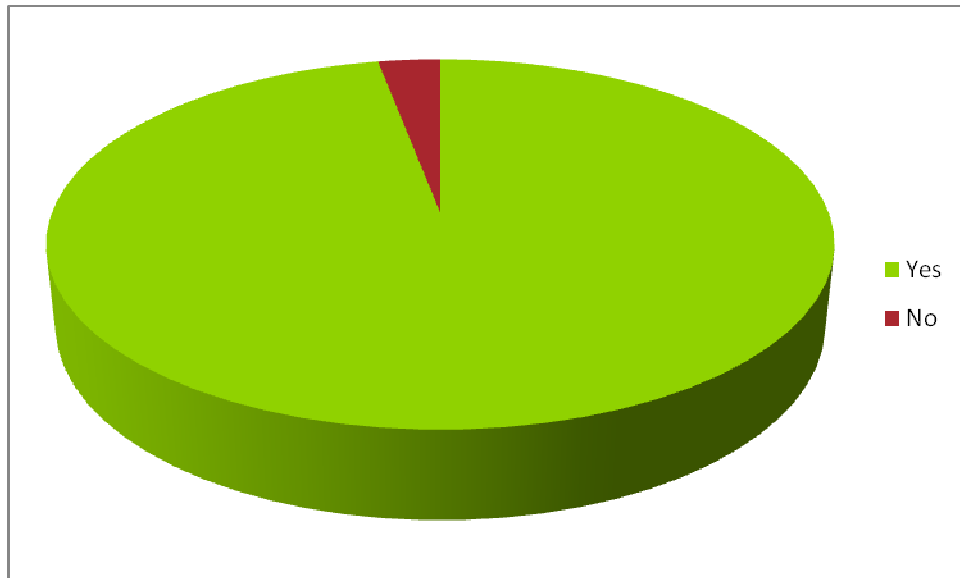
Key themes from the consultation:

- Support the use of this site as a public green space but it must not negatively impact on job creation, the biological value of the site or housing provision
- Objections due to site status as a fragile Site of Biological Importance which may only be suitable for wildlife.
- Potential site for marina and other public activities
- Site should be extended to includes sites H4 and H5
- Real potential of this site has not been identified.
- Query whether the site is suitable for tree planting
- Site investigation works are required prior to public use

Environmental Improvement GI2

Do you agree with Environmental Improvement GI2 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (97%); No (3%)



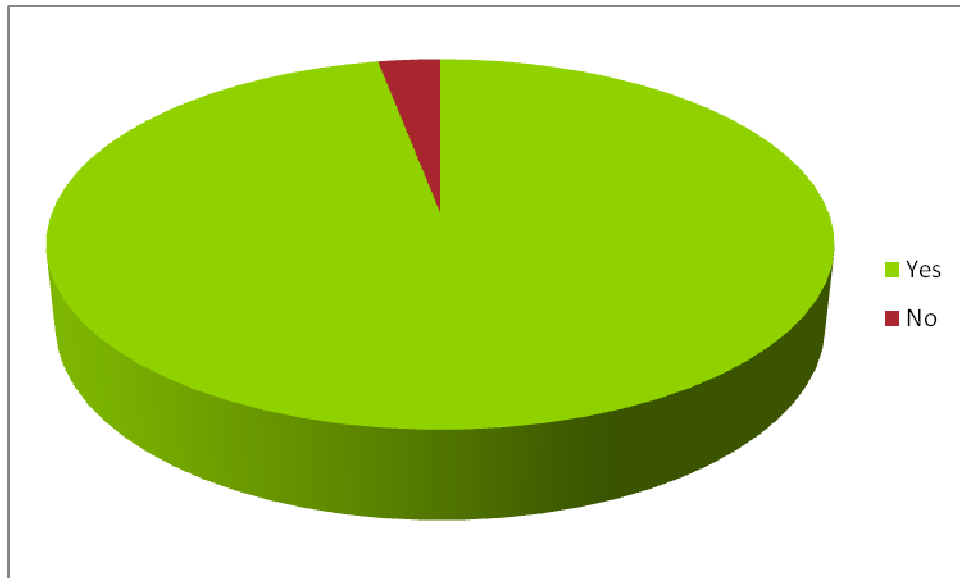
Key themes from the consultation:

- Support creation of a Canal Corridor Linear Park provided it does not impact on job creation
- Park must be properly maintained
- Proposals should include decorative rather than agricultural fencing

Environmental Improvement GI3

Do you agree with Environmental Improvement GI3 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (97%); No (3%)



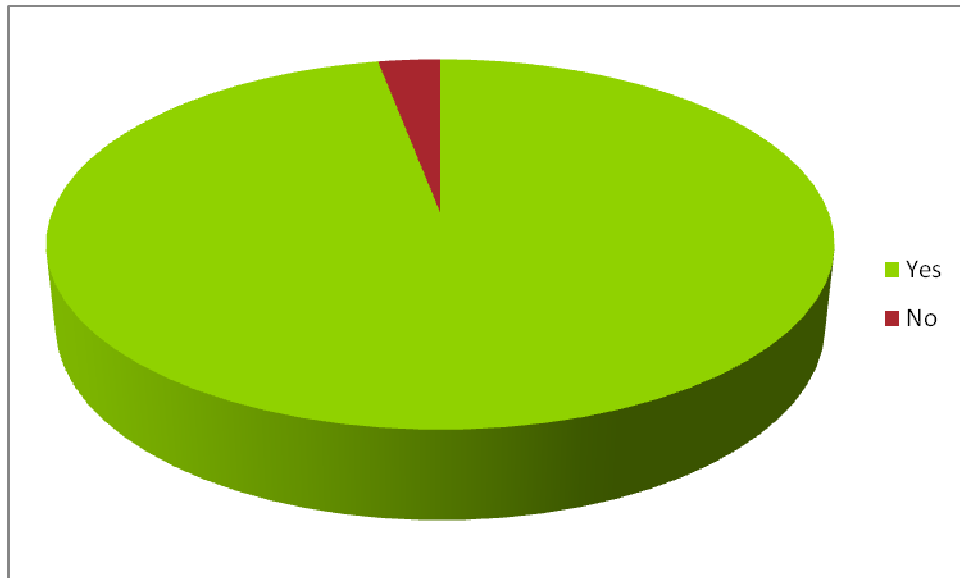
Key themes from the consultation:

- Should be considered with town centre public realm improvements
- Must not negatively impact on job creation
- Must improve ability to cross St Michaels Way to access the town centre
- Cannot see how this will happen
- Links along canal corridor are already acceptable
- Effective maintenance would be an improvement
- Support improved green links into the town centre

Environmental Improvement GI4

Do you agree with Environmental Improvement GI4 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (97%); No (3%)

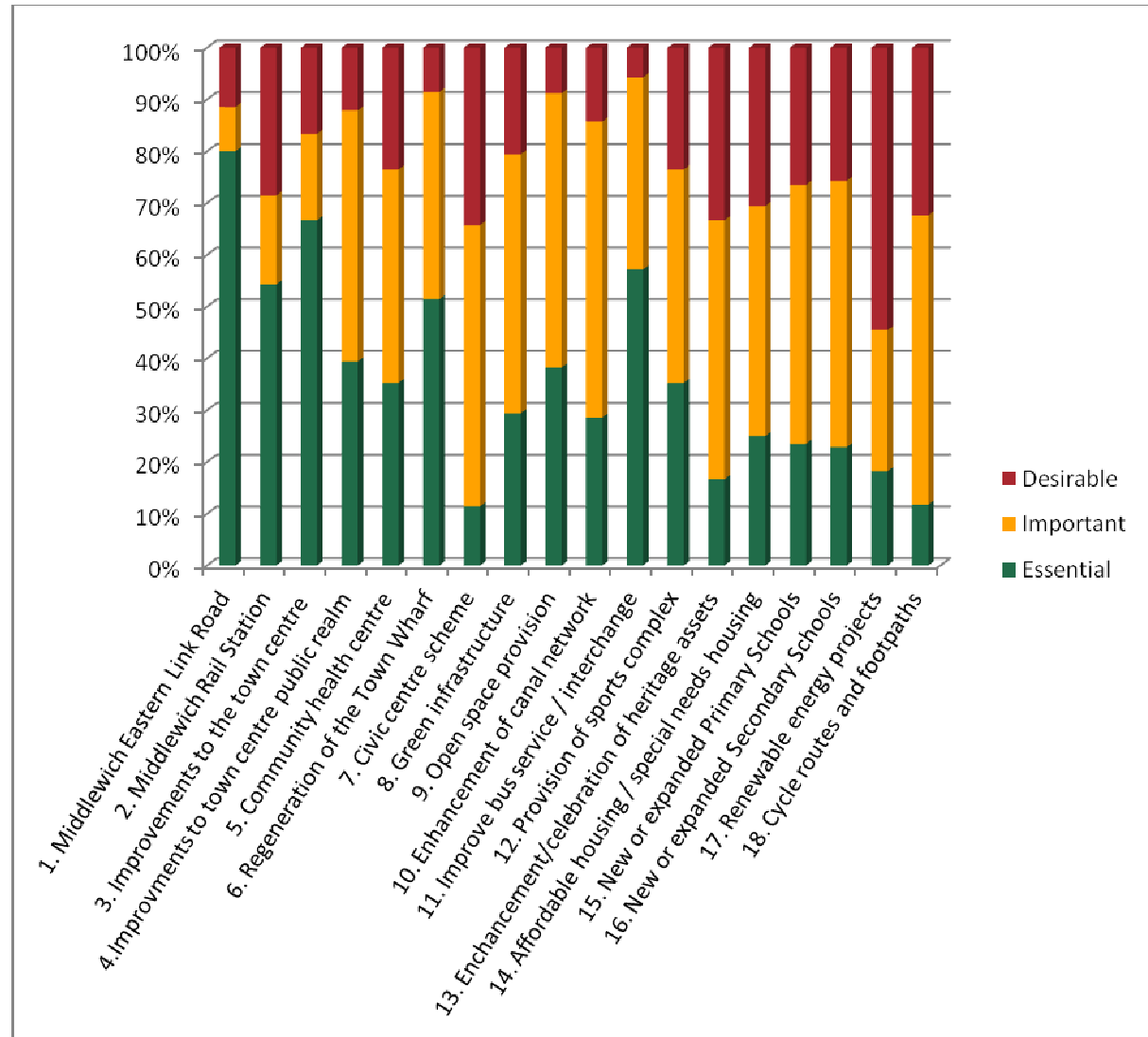


Key themes from the consultation:

- Support creation of green links into Midpoint 18
- Must not negatively impact on job creation
- A green corridor around canals and rivers already exists in the town
- Development in proximity to canals and rivers cannot reduce flood risk
- Query creation of linear walk along the river

Q7 Infrastructure Priorities

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



Additional Infrastructure Comments

- Improved provision of leisure facilities including children's playspace, sports pitches, swimming pool, bowling, cinema and retail
- Improvements to transport infrastructure and reduction of speed limits
- Development to the south of the town centre must provide key services and facilities
- Provide greenspaces for dog walkers and introduce dog toilets
- Replace grass verges in residential areas with parking, school drop-off points and bus pull-ins
- A new secondary school will be a priority if housing numbers increase
- Improve road and rail transport infrastructure
- Link road must provide access to Cledford Lane
- Access to and parking at the railway station
- Maintenance of public footpaths
- A bypass to the north of the town
- Explain the relationship between the CIL and the Local Plan
- New housing should contribute to the funding of the eastern link road and railway station
- Provide infrastructure to support job creation and encourage employers to Middlewich
- Additional water storage capacity on the five main watercourses
- Further education facilities
- Provide primary schools and health centre in advance of new housing
- Use the Local Plan to justify and evidence identification and ranking of infrastructure priority
- Infrastructure to encourage local on foot and by bicycle, particularly town centre links
- Improvements to the town centre should also include promotion of low carbon transport options
- Deficiencies of open space will be increased as a result of residential development
- Expensive road junction layouts required to ensure safe access from new development to existing roads
- Develop footpath along the River Wheelock between Nantwich Road and Warmingham Lane
- Support shared space from King Street to the new Morrisons site, but would require a bypass to the north of the town for traffic between the M6 and Winsford/Nantwich
- Middlewich is prone to flooding. This needs addressing before large-scale development. Flood risk management and sustainable drainage will affect financial viability.
- Improvements to sewage capacity and gas and electricity distribution networks
- Meet the needs of the elderly by encouraging self-help and community help
- Additional use of stations and routes will require infrastructure upgrades

Additional Comments on the Town Strategy

A number of additional comments were made on Draft Middlewich Town Strategy. In the interest of brevity the key themes, which do not appear elsewhere in this document, have been summarised below. Full versions of the comments are available in the Draft Middlewich Town Strategy: Full Report of Consultation.

General

- Development should occur in sustainable locations with good access to key services and facilities including public transport, thereby reducing reliance on private transport
- Level of development proposed is restrictive. It does not consider other options.
- Additional sites for consideration: sites available for development have not been considered, namely, SHLAA sites 2815, 2654 and 2655 (suitable for approximately 96 homes)
- Maps were poor and difficult to interpret
- Middlewich cannot be viewed in isolation. What are the impacts on other communities?
- The role of the document is unclear
- Concerned about loss of agricultural land which will be an important resource in future
- Links between strategy objectives and evidence base must be explained
- Objection to development of an incinerator
- Support the recognition that Middlewich should be a growing town to achieve a critical mass for services and infrastructure, particularly due to its sustainable location
- Document provides a good balance of development, is thorough, concise and informative.
- Would support production of a more detailed Green Infrastructure strategy/assessment
- Must give consideration to ground instability resulting from historic brine extraction
- Question the financial viability of the proposals
- 20 years is too long a period to plan for
- Dispute the links made between increased population and increased economic activity
- Glossary heading 'Community Infrastructure' is inconsistent with the heading Sustainable Communities in the draft NPPF

Consultation Approach

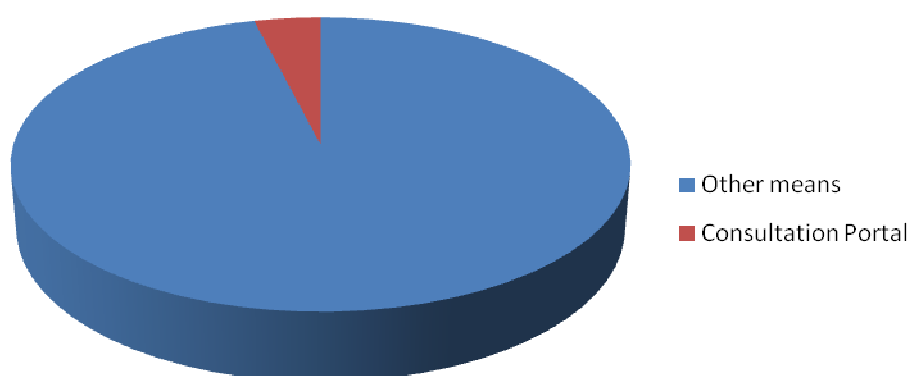
- Timescales for consultation were too brief
- Questionnaire did not allow for comment on the value of Green Belt and open countryside
- The form of consultation is difficult and excludes more detailed responses
- Concerned about level of input from stakeholder panel members representing surrounding parishes. Parishes were not asked to submit comments prior to commencing publication

This page is intentionally left blank

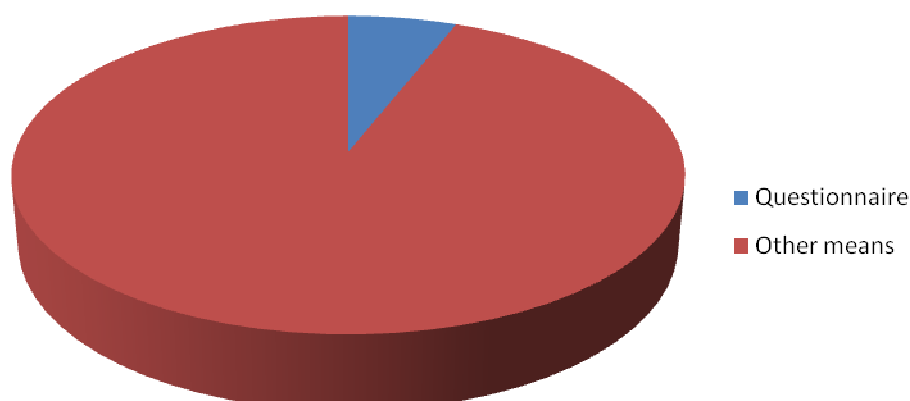
Draft Nantwich Town Strategy: Summary Report of Consultation

Overall Response

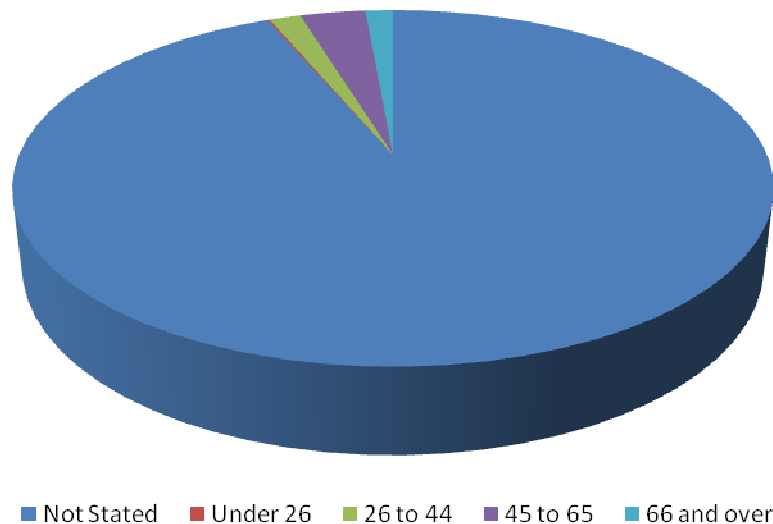
- A total of **2435** representations were received on the draft Nantwich Town Strategy
- 4% of these were submitted online via the consultation portal; 96% were submitted by other means.



- 6% of responses were made on the official questionnaire and 94% were made other responses.



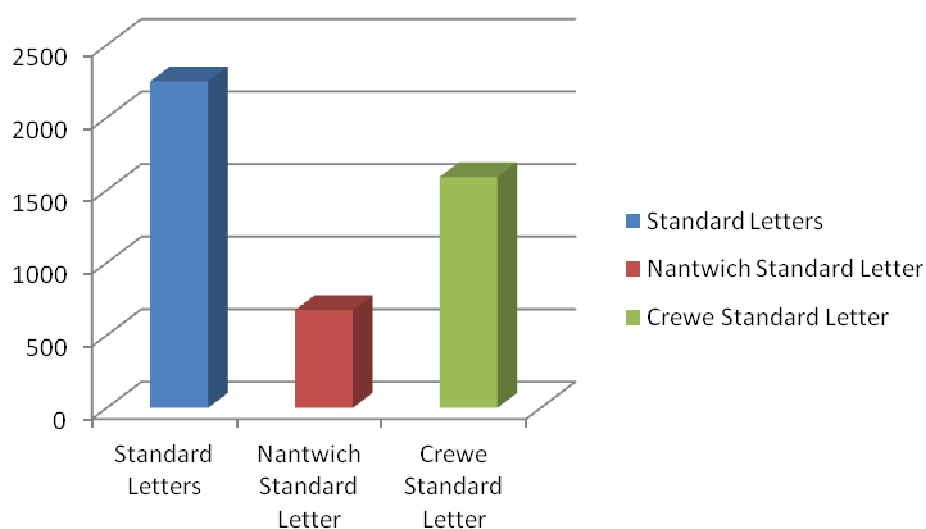
- 0.1% of people who took part in the consultation were under the age of 26; 2% were aged 26 to 44; 3% were aged 45 to 65; 1% were aged 66 and over; and 94% did not state their age



Petitions:

There were no petitions submitted to the draft Town Strategy consultation. However a large number of standard letters were submitted

- 2,266 standard letters were received
- 676 standard letters were received in relation to Nantwich
- 1590 standard letters were received in relation to the Crewe Town Strategy



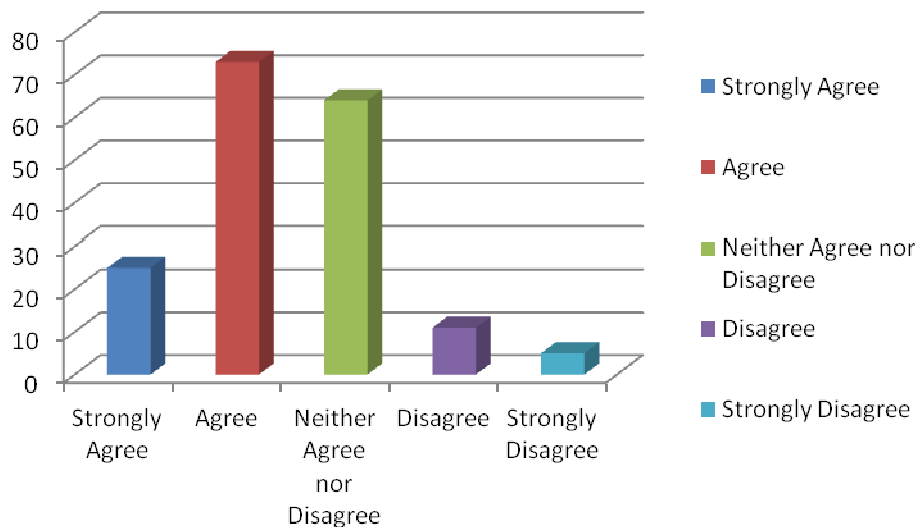
Standard letters for Nantwich object to proposed growth levels for the town and the potential allocation of the Nantwich South site.

Standard letters for Crewe request that land at Leighton be designated as Green Gap and raise concern over infrastructure and highways impact here. Letters also support the retention of the Green Gap between Nantwich and Crewe

Q1. Vision

Do you agree or disagree with the Vision as set out in the draft Nantwich Town Strategy?

- 7% of respondents answered this question. 93% did not respond; 1% Strongly Agree; 3% Agree; 2.6% Neither Agree or Disagree; 0.4% Strongly Disagree, 0.2% Disagree
- Of those that did respond: Strongly Agree (14%); Agree (41%); Neither Agree or Disagree (36%); Disagree (6%); Strongly Disagree (14%)

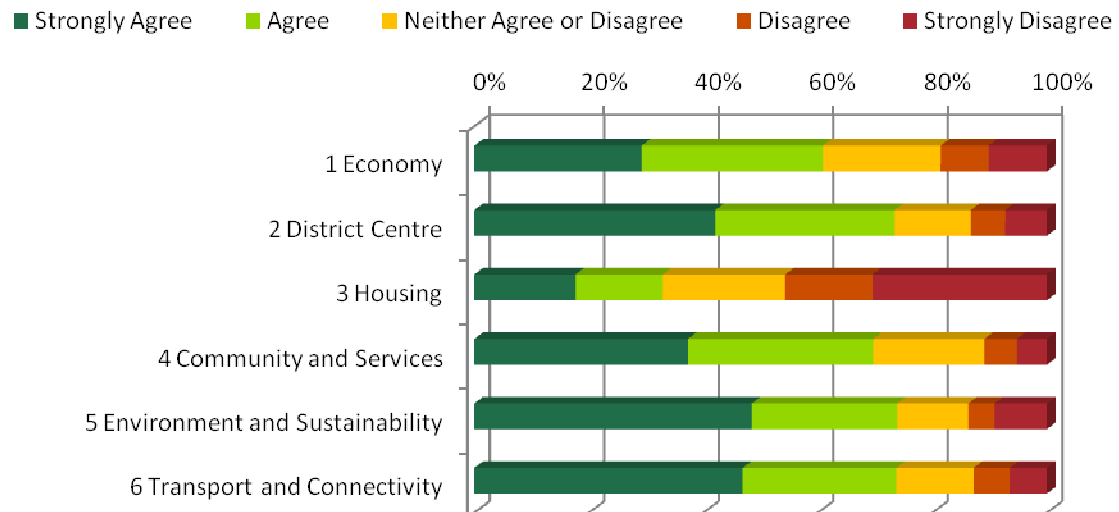


- Concern is expressed over proposed levels of housing growth and its impact on Nantwich's character, infrastructure and services
- The small market town atmosphere and historic character of Nantwich should be protected including the separate identities of Crewe and Nantwich via retention of the Green Gap.
- New housing should support the town centre
- The economy should be supported through employment and tourism
- The link between the vision, objectives and strategy should be clearer including measurable outputs to manage progress
- The link between growth and delivery of the vision should be more explicit
- Local independent businesses should be supported in the Town Centre and edge of town retail should be controlled.
- Some control should be exercised over the numbers of particular types of retail in the town centre
- Sustainable transport, especially cycle-ways should be supported and improved

Q2 Objectives and Strategy

Do you agree or disagree with the Objectives and Strategy as set out in the draft Nantwich Town Strategy?

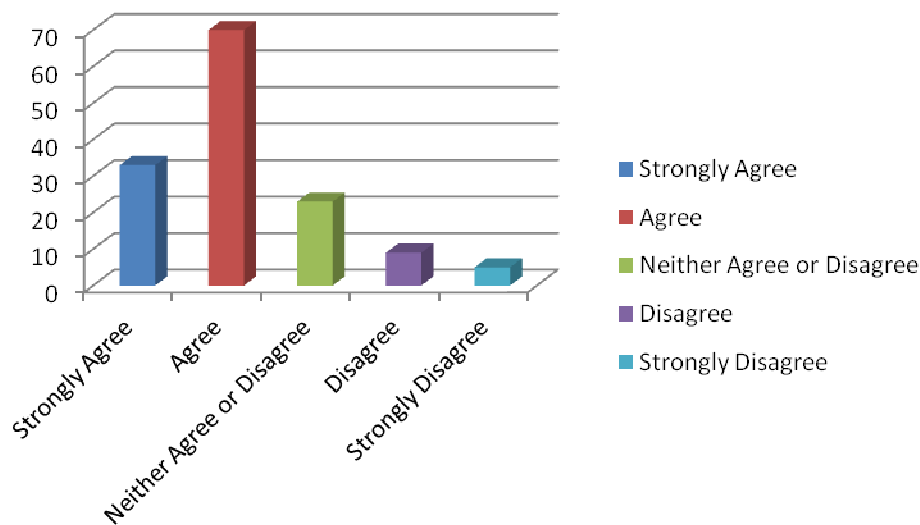
Overall response:



Q2. 1 Town Centre

Do you agree or disagree with the Town Centre Objectives and Strategy as set out in the draft Nantwich Town Strategy?

- 5.7% of respondents answered this question
- Of those that responded; Strongly Agree (1.3%); Agree (2.8%); Neither Agree or Disagree (0.9%); Disagree (0.3%); Strongly Disagree (0.2%)



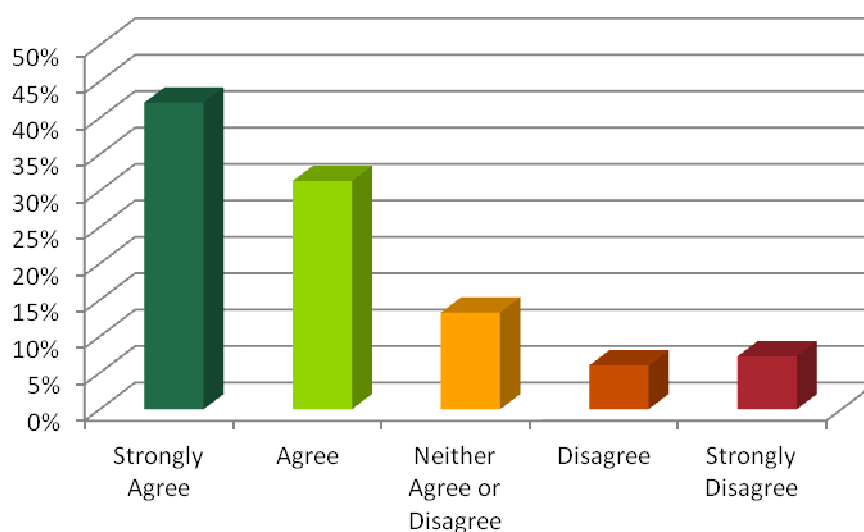
- Retail development should be linked to demand and via a mechanism to allow more retail capacity only when there is demonstrable need
- Much concern raised over current traffic levels and the impact of new development on highways infrastructure
- Parking levels should be retained and access to the town centre improved through traffic management, better cycle ways and public transport
- Residential use of upper floors in the town centre and development on the periphery of the town centre is supported
- Protecting the character of Nantwich as a historic market town is important and the impact of growth on this should be managed
- Enhancing the historic environment and public realm is seen as a means to support an enhanced visitor economy
- General support for the town centre and recognition that growth and new development will support the local economy
- Concern expressed over the impact of growth and development on the town centre and recognition that urban extensions will require new local centres. These centres should not detract from the existing function of the town centre as the 'heart of the community'

- Concerns have been raised over the clarity, focus and detail of the overall strategy
- Strong concern for the impact of growth on the character and infrastructure of Nantwich, in particular on the town centre

Q2. 2 Economy

Do you agree or disagree with the Economy Objectives and Strategy as set out in the draft Nantwich Town Strategy?

- 92.8% of respondents answered this question
- Of those that responded: Strongly Agree (42.1%); Agree (31.3%); Neither Agree or Disagree (13.3%); Disagree (6.0%); Strongly Disagree (7.3%)

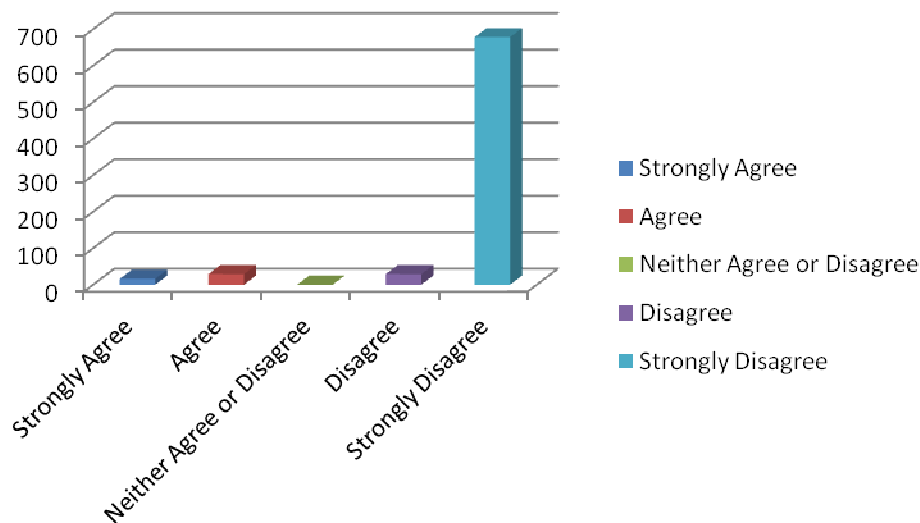


- Recognition expressed that growth is necessary to support increased employment and that Nantwich should remain secondary to Crewe as a focus for both
- The links between objectives and strategy should be clearer including the levels of housing necessary to support desired growth
- Employment sites should be located near transport links and existing employment sites should not be lost
- The right type of employment should be promoted (light industry and research and development) and considered as part of mixed use growth and urban extensions
- Support should be given for independent traders and entrepreneurial start-up businesses
- Improving sustainable links to nearby centres and employment sites is important to the local economy
- Agriculture and education should be recognised as important aspects of the economy and supported appropriately
- The outlying rural areas should be recognised as an important element in the local economy
- Investment in superfast broadband and technology will support more flexible working
- Improvements to the town centres, public realm and transport are important support increased tourism

Q2. 3 Housing

Do you agree or disagree with the Housing Objectives and Strategy as set out in the draft Nantwich Town Strategy?

- 30.9% of respondents answered this question
- Of those that did respond: Strongly Agree (2.1%); Agree (3.9%); Neither Agree or Disagree (0%); Disagree (3.8%); Strongly Disagree (90.2%)

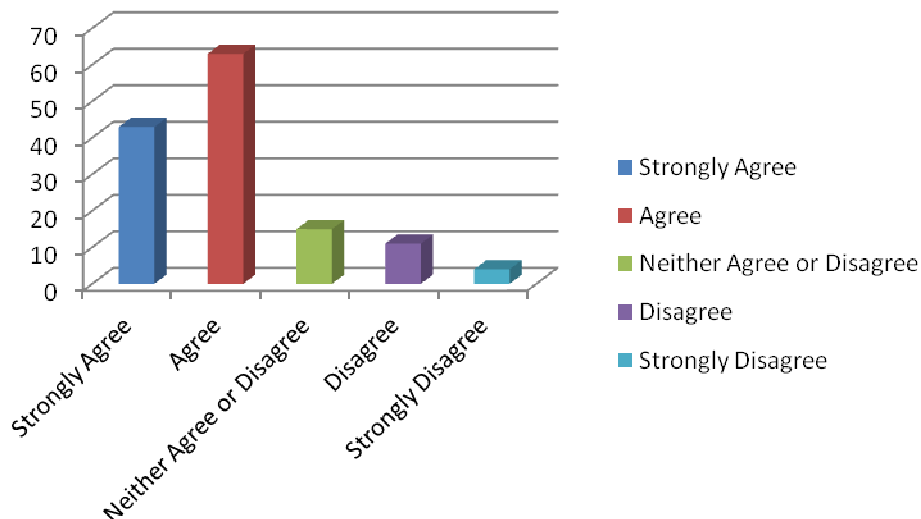


- Housing figures are generally contested claiming both higher and lower limits should be used
- The origin of figures for growth are unclear and the link between the vision, objectives and strategy is unclear
- Growth should be organic incremental and modest focusing on homes to fulfil a local need including providing affordable homes and homes for the elderly
- The scale of proposed growth is too high, will strain infrastructure (particularly highways) and new homes should not be built on green field sites. New housing should be built on brownfield
- In order that the town does not stagnate it must continue to grow. More houses will feed into the economy of the town and aid its continued development.
- Large scale growth will detrimentally change the town making Nantwich a dormitory settlement
- New housing allocations should conform to the town's strong sense of place and blend in with the existing town.
- Edge of town development will promote car travel to central Nantwich or to other centres
- To maintain a healthy, balanced and prosperous centre we need to maintain and increase footfall. New housing is essential to achieve this
- Attention needs to be given to existing empty properties that could be refurbished and included in the numbers
- Preserve greenery in and around the town

Q2. 4 Environment

Do you agree or disagree with the Community and Services Objectives and Strategy as set out in the draft Nantwich Town Strategy?

- 5.5% of respondents answered this question
- Of those that did respond: Strongly Agree (31.6%); Agree (46.3%); Neither Agree or Disagree (11%); Disagree (8.08%); Strongly Disagree (2.9%)

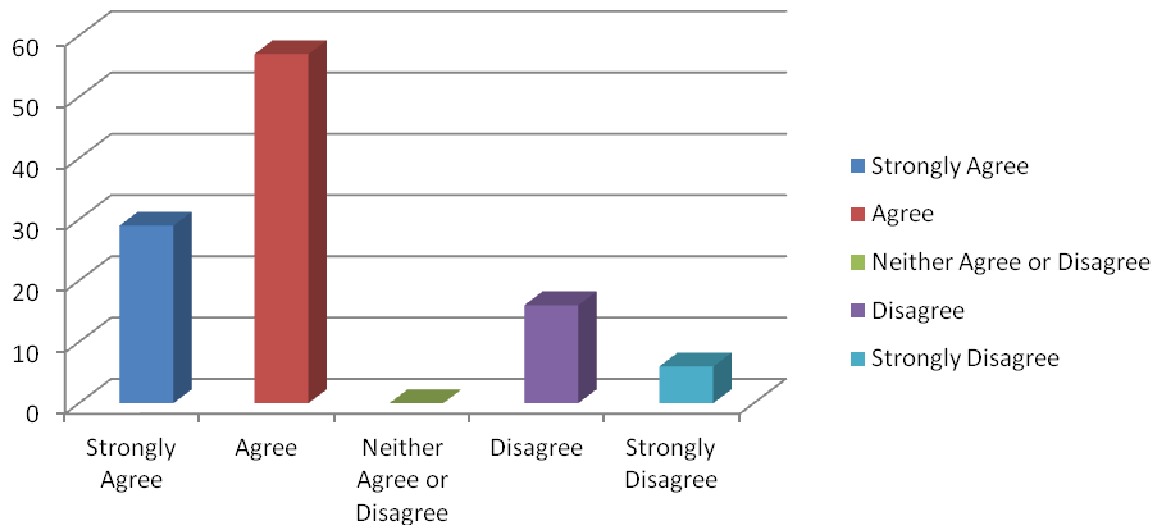


- Green space should be preserved in and around the town including the green gap
- Wildlife and biodiversity should be supported through creation of corridors and by enhancement and protection of the river Weaver
- Flood risk should be taken very seriously with new build located in non-risk areas and including measures to alleviate their impact on surface run off
- Access and connections to the countryside, Shropshire Union Canal and River Weaver via improved footpaths and cycleways should be encouraged
- Nantwich should remain compact to encourage sustainable transport whilst improving sustainable connections to other towns and villages
- New build should promote water and energy efficiency making use of renewable energy in a way which does not impact on quality design
- Building height should be restricted to preserve the existing skyline
- Hydro power on the River Weaver should be investigated
- High quality architecture and urban design should be used to ensure the character of Nantwich is retained and to improve gateways into the town
- Agricultural land surrounding Nantwich gives the town a rural character, this should be protected
- This section fails to distinguish between objectives and strategy. There should be one strategy per heading and then a series of objectives setting out the main management targets. This section needs completely re-writing.

Q2. 5 Transport

Do you agree or disagree with the Environment and Sustainability Objectives and Strategy as set out in the draft Nantwich Town Strategy?

- 4.4% of respondents answered this question
- Of those that did answer this question: Strongly Agree (26.8%); Agree (52.7%); Neither Agree or Disagree (0%); Disagree (14.8%); Strongly Disagree (4.4%)

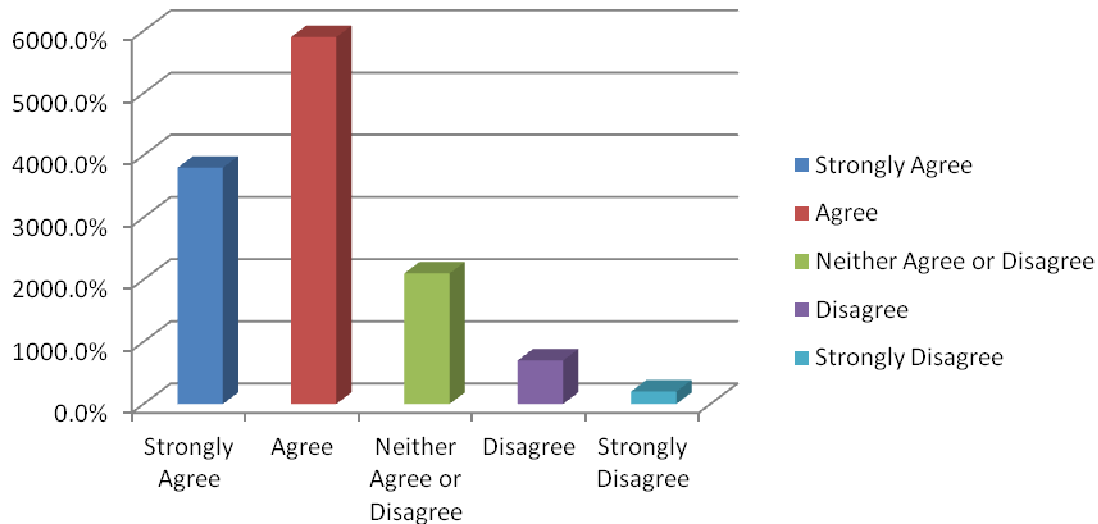


- Improving access to Nantwich town centre is seen as a priority. Access from the south is problematic
- Car parking levels in the town need to be maintained to support the town centre
- Traffic levels should be managed and reduced through a variety of means including improved public transport, speed limit management and introducing a 'kiss and drop' zone at the Station
- Sustainable transport including improved cycle and footpaths, electrification of the rail to Crewe and expanded bus network would help reduce reliance on the car and improve links to outlying areas
- The links between different modes of transport could be improved to enable sustainable journeys
- A bypass is both supported to alleviate traffic and opposed on the basis of high levels of growth required to fund it and the potential to enable out migration
- The strategy should recognise the importance of delivering sufficient housing to support the targeted economic growth.
- A park and ride scheme receives some support however there are questions over its viability

Q2. 6 Community and Infrastructure

Do you agree or disagree with the Community and Infrastructure Objectives and Strategy as set out in the draft Nantwich Town Strategy?

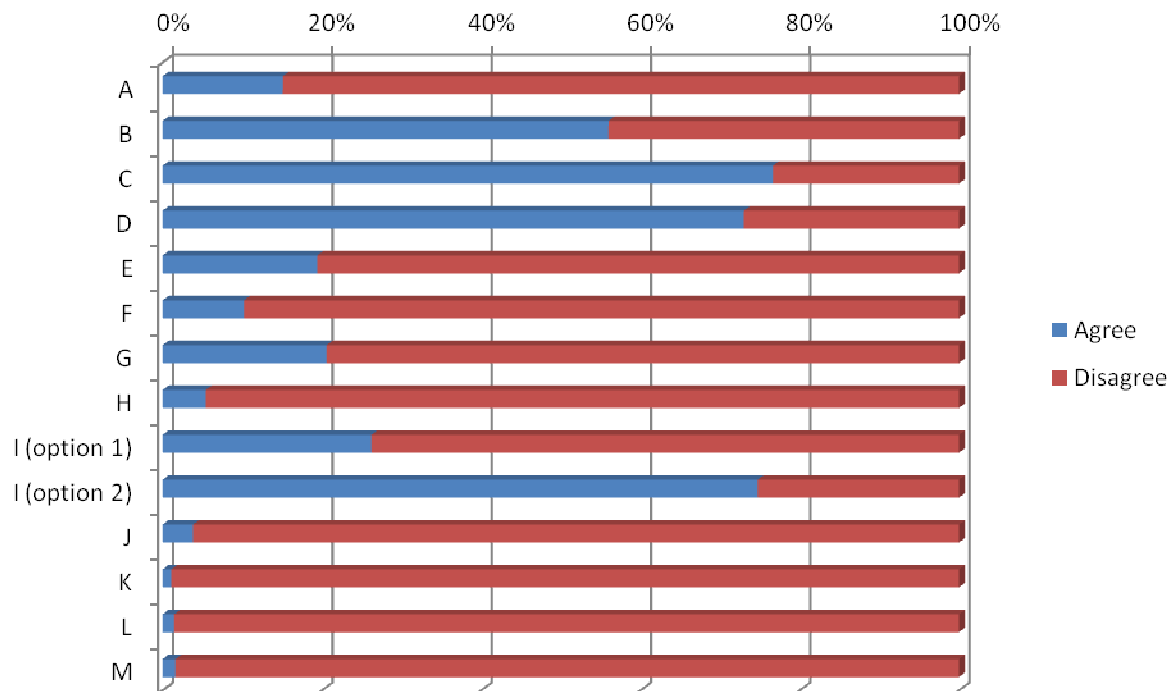
- 5.2% of respondents answered this question
- Of those that did respond: Strongly Agree (29.9%); Agree (46.5%); Neither Agree or Disagree (16.5%); Disagree (5.5%); Strongly Disagree (1.5%)



- Promote community assets such as the Brine Pool, the riverside and canal in creating a Nantwich 'brand' to attract visitors.
- Large scale development is better able to deliver community benefits and supporting infrastructure than smaller scale, dispersed patterns of development
- Fabric of the town, public realm and gateways should all be improved and supported
- Make indoor sporting facilities available, provide support for an enhanced leisure centre and promote cultural facilities for all ages
- More emphasis to be placed on accessibility to civic and community venues
- The promotion of facilities for the young should be encouraged to ensure that the town retains its mix of old and young and avoid it becoming a retirement haven
- Infrastructure should be provided to support the current and future community. New homes can play a significant role in delivering community improvements through both increasing the customer base for new and existing services, financing enhancements and securing New Home Bonus

Q3 Favoured Development Options

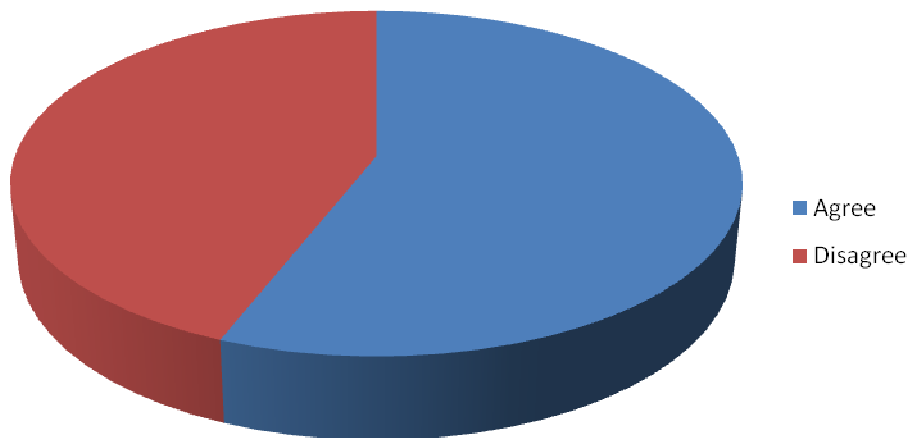
Do you agree or disagree with the potential areas for future development in the draft Nantwich Town Strategy?



Site B: Land to the north west of Nantwich, to the north of Waterlode

Do you agree or disagree with site B as a potential area for future development
(suggested use: Mixed Use)

- 7.1% of respondents answered this question
- Of those that responded to the question: Agree (56%); Disagree (44%)

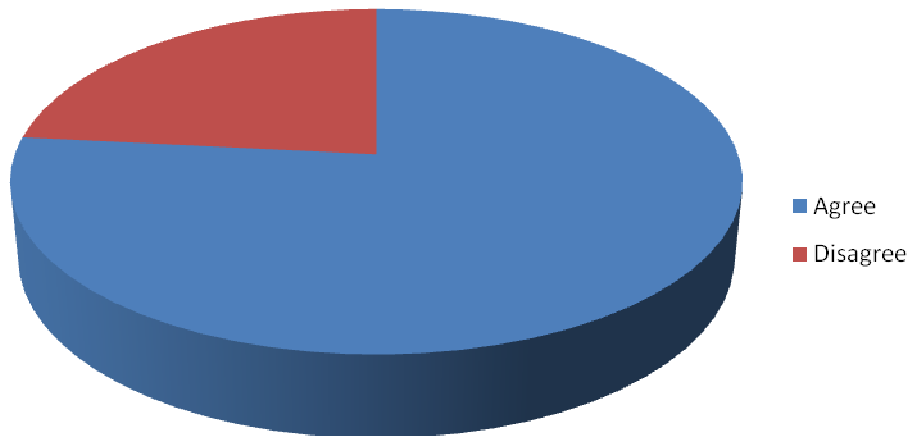


- The Archaeological potential of the site and location on a flood plain are issues which raise concern
- The site is close to the town centre and very accessible whilst having less impact on the road network
- The site will cross the natural boundary of the river, intrude on the existing countryside, impact on Reaseheath conservation area and place pressure on the existing town infrastructure
- Although the site is in the countryside it has very clearly defined boundaries formed by the town and Welshman's Lane
- The lack of adjoining residential development will minimise the impact on existing community and has natural boundaries of containment.
- Development here will support the expansion of Reaseheath college

Site C: Snow Hill Redevelopment Site

Do you agree or disagree with site C as a potential area for future development
(suggested use: Mixed Use)

- 5.6% of respondents answered this question
- Of those that responded to the question: Agree (76.6%); Disagree (23.4%)

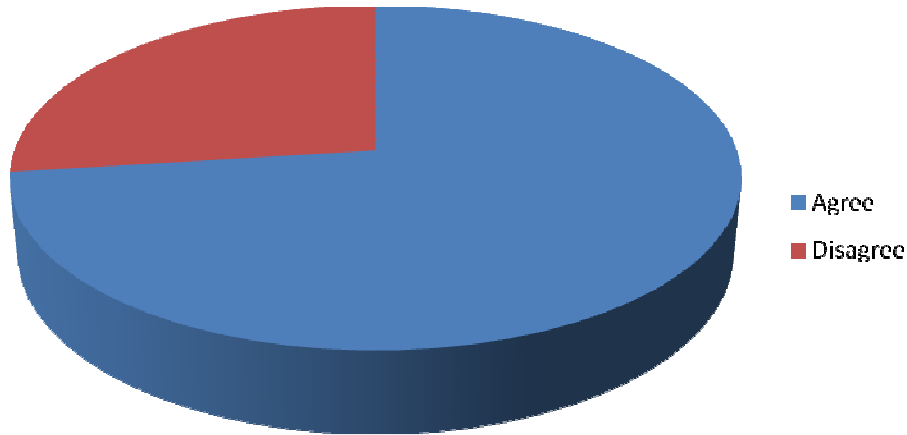


- Small sites will enable gradual and organic growth supporting incremental development of Nantwich
- The site represents good reuse of brownfield land, is in close proximity to the town centre and will enable residential units above retail development
- Design should be of high quality and in keeping with the character of the town.
- The loss of a car park will impact the town and should be replaced elsewhere
- Concern that the area is in a flood plain with archaeological potential and that the community car parking facility will be lost

Site D: Regents College

**Do you agree or disagree with site D as a potential area for future development
(suggested use: Housing)**

- 5.6% of respondents answered this question
- Of those that responded to the question: Agree (72.9%); Disagree (27%)

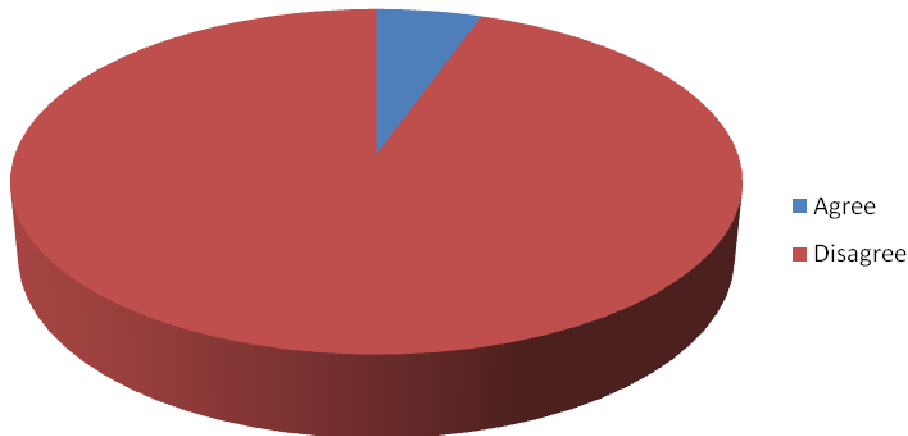


- The site is within the town boundary, is a small site which will promote organic growth and could be used to deliver mixed use and employment facilities
- Refurbishment of the existing buildings should be supported alongside retention of the existing grounds and protection of the on-site green space and woodland
- Although development will cause some additional traffic this is essentially a brown field site in close proximity to the town centre which could support higher density levels
- A number of businesses are already located here and mixed use should be supported

Site H: Land south of Peter Destapleigh Way

**Do you agree or disagree with site H as a potential area for future development
(suggested use: Mixed Use)**

- 33.3% of respondents answered this question
- Of those that responded to the question: Agree (5.4%); Disagree (94.6%)

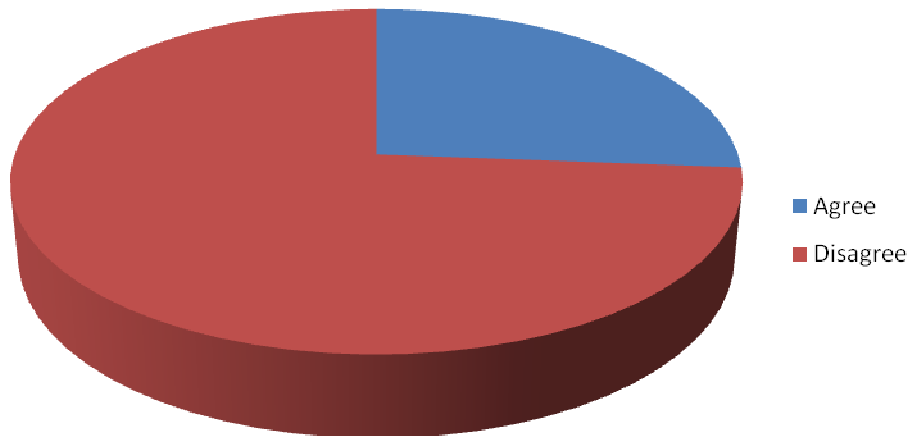


- Traffic impact of development would be high on a town already experiencing congestion
- Cycle, footpath and road links to other areas and the town centre are poor here
- Concern raised at the high levels of proposed development on the site and its impact on highways and infrastructure
- The site would fill in ribbon development along London Road and Broad Lane without any flood risk and could supply the anticipated volume of housing required
- Development here will adversely impact landscape and ecology whilst building on important agricultural land
- Strong links to A500, however may encourage out commuting and not support Nantwich Town centre or access to the River Weaver or Shropshire Union Canal.
- If development does take place it should include a local centre and high quality village style design

Site I, Option 1: Stapeley Water Gardens, west of London Road.

Do you agree or disagree with site I as a potential area for future development
(Suggested use: Housing)

- 6.7% of respondents answered this question
- Of those that responded to the question: Agree (26.2%); Disagree (73.8%)

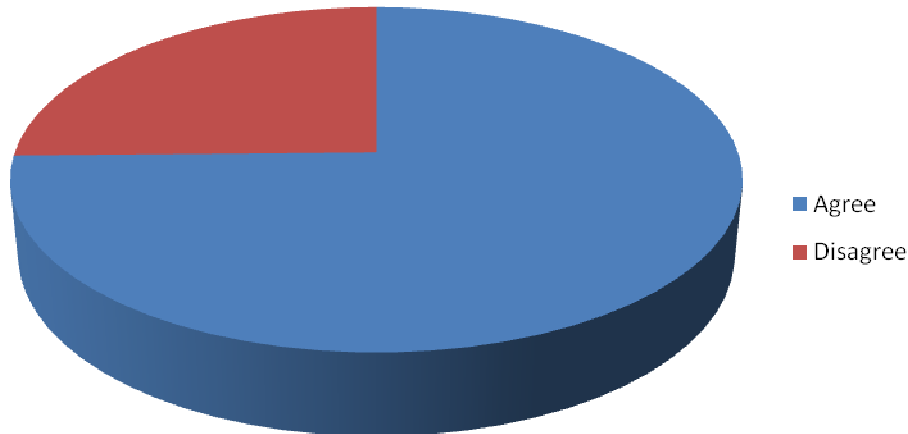


- Development will impose too much strain on the town's infrastructure
- The site should be for mixed uses with limits to the levels of housing
- The infrastructure in this area cannot cope properly with present levels. Any additional development will cause major problems to both roads and sewage systems. The capacity of both primary and secondary schools, medical and dental facilities is also inadequate.
- This site could support a need for employment and retail which cannot be fitted into the Town Centre
- This is now a derelict brownfield site with the potential to tap into fairly good existing transport links, so redevelopment should be given priority
- Distance to town centre is too far to encourage non car based travel

Site I, Option 2: Stapeley Water Gardens, west of London Road

Do you agree or disagree with site I as a potential area for future development (suggested use: Mixed Use)

- 7.1% of respondents answered this question
- Of those that responded to the question: Agree (74.7%); Disagree (25.3%)



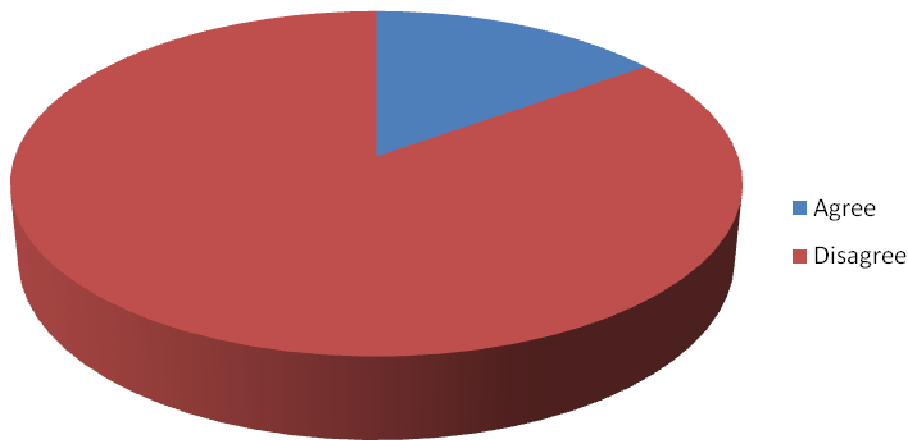
- Concern is raised that inclusion of retail here would damage the town centre although benefit the residents of Stapeley
- The site is brownfield and would not result in the loss of agricultural land or green space
- Good access to the highway network could support employment and retail
- Employment and retail should be compatible with the rural and residential neighbourhood
- Development will impose too much strain on the infrastructure and highways network of Nantwich
- This is the least disagreeable of all options and offers opportunities to create a sustainable development while addressing a lack of employment sites in this area

3. Other Development Sites

Site A: Land around Acton Village

Do you agree or disagree with site A as a potential area for future development (suggested use: Housing)

- 5.7% of respondents answered this question
- Of those that responded to the question: Agree (15.1%); Disagree (84.9%)

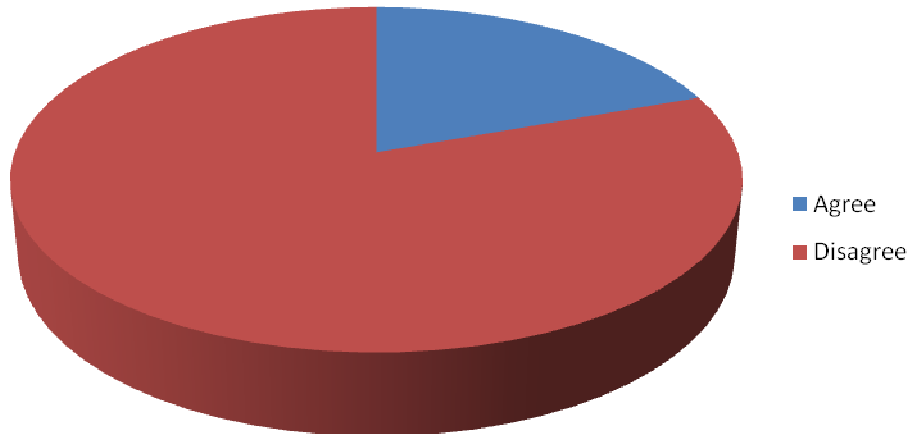


- 800 extra houses would swamp the existing village and negatively impact on the conservation area resulting in the loss of Acton's existing character
- Development would result in the loss of Greenfield and agricultural land
- Acton is detached from Nantwich and development here would represent an extension of Acton, not an addition to Nantwich
- An additional green gap should be identified to preserve Acton
- Some small development would be beneficial in the villages outlying Nantwich
- This represents a unique opportunity to deliver a sustainable mixed use development

Site E: Land to the south of Queen's Drive

**Do you agree or disagree with site E as a potential area for future development
(suggested use: Mixed Use)**

- 5.7% of respondents answered this question
- Of those that responded to the question: Agree (19.4%); Disagree (80.6%)

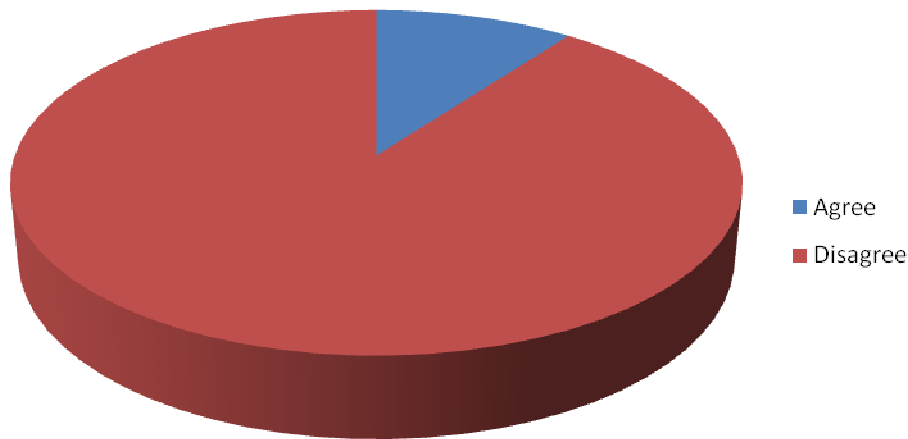


- Access problems make this site unsuitable for development and would create substantial traffic problems
- Development here would expand the town boundary, result in the loss of good farmland and use a Greenfield site while exacerbating traffic problems
- The site is too far from the existing town boundary with no suitable highway link into Nantwich
- The site is visually contained by the River Weaver and the rail line however these features also constrain the site's access to highways

Site F: land to the south of Nantwich bounded by the Railway and River Weaver

Do you agree or disagree with site F as a potential area for future development
(suggested use: Mixed Use)

- 5.6% of respondents answered this question
- Of those that responded to the question: Agree (10.2%); Disagree (89.8%)

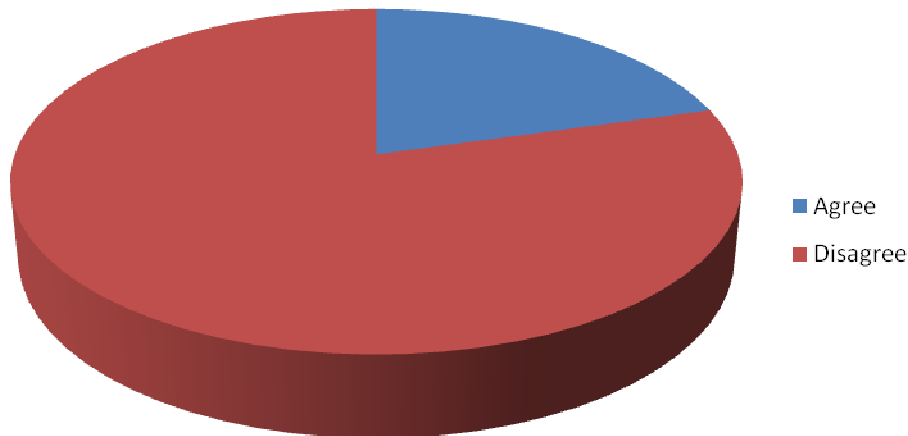


- Too dense, in flood risk area and adjacent to site of biological importance
- Controlled development in this area would be beneficial to the town
- Projected levels of development are too dense on a flood risk area and next to a site of biological importance
- The site will cause further traffic problems around Nantwich by encouraging more car use
- The site expands the town boundary into the countryside and is constrained by the River Weaver
- Development will create a significant impact on the gateway to Nantwich from Whitchurch
- The location of the site will not encourage connections to the town centre and further promote Nantwich as a dormitory town

Site G: Land west of Batherton Lane

**Do you agree or disagree with site G as a potential area for future development
(suggested use: Housing)**

- 5.6% of respondents answered this question
- Of those that responded to the question: Agree (20.6%); Disagree (79.4%)

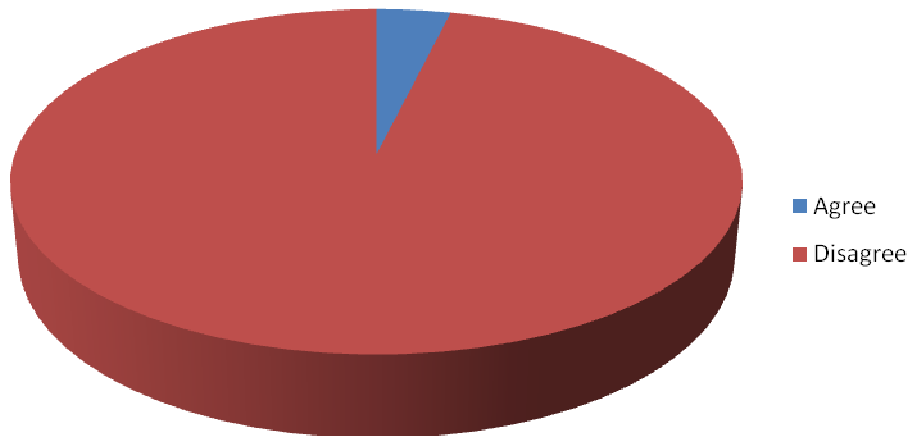


- The site has good access to a range of forms of public transport, open space and amenities
- Development will result in the loss of farmland and development of a green field site
- The site is in a pleasant location near a school and pub, is in easy walking distance of town and has access to country walks in the opposite direction: a suitable site for high class housing.
- The site has poor access and will lead to more traffic and safety problems
- Development here will destroy the rural character of the area

Site J: Land east of Whitehouse Lane

Do you agree or disagree with site J as a potential area for future development (suggested use: housing)

- 72.1% of respondents answered this question
- Of those that responded to the question: Agree (3.8%); Disagree (96.9%)

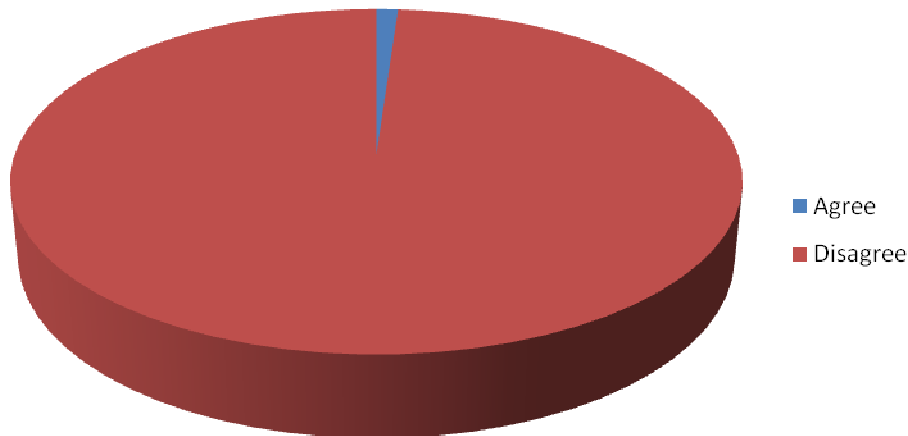


- The Green Gap should be preserved to retain the separation of settlements and prevent establishing a precedent for future developments
- The site has good access to the bypass which has created a barrier behind which some development could be accommodated and is not identified as a flood risk area
- This site would be a natural extension of the town boundary, although there is no suitable road access
- The site could be a site considered for a park and ride scheme

Site K: Land east of Birchin Lane

**Do you agree or disagree with site K as a potential area for future development
(suggested use: Mixed Use)**

- 70.5% of respondents answered this question
- Of those that responded to the question: Agree (1.1%); Disagree (98.9%)

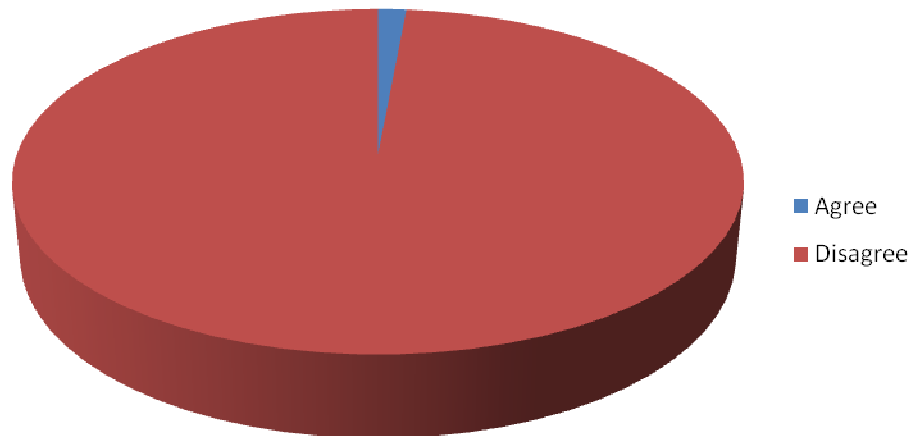


- The Green Gap should be preserved to retain the separation of settlements and prevent establishing a precedent for future developments
- Green gap should be preserved to retain the separate identities of villages
- The site is unsuitable as it is in a flood risk area, will generate high levels of traffic, erode the green gap and undermine the rural character of the area
- This is a small site which represents a natural extension of the Nantwich town boundary with good access to the highway network
- The land should remain in agricultural use to produce food

Site L: land south of Crewe Road

**Do you agree or disagree with site L as a potential area for future development
(suggested use: Mixed Use)**

- 70.6% of respondents answered this question
- Of those that responded to the question: Agree (1.5%); Disagree (98.5%)

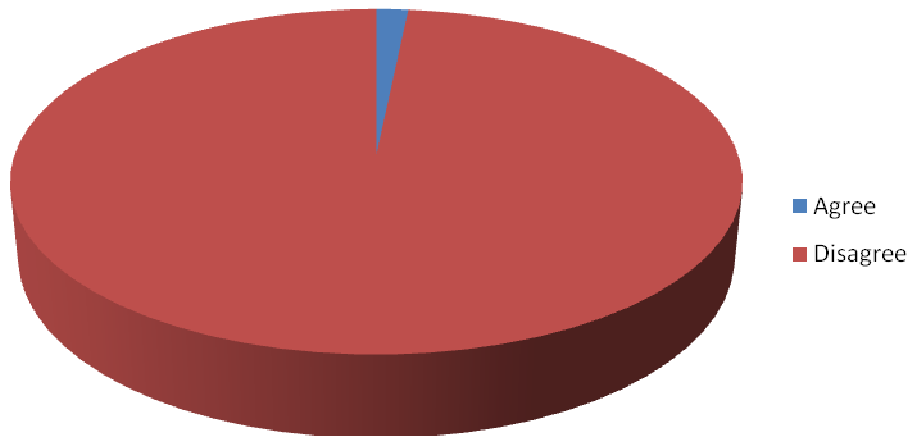


- The Green Gap should be preserved to retain the separation of settlements and prevent establishing a precedent for future developments
- Development here will destroy rural character of the area and infringe on the countryside
- Development will create general traffic problems
- This site would be a natural extension of the town boundary and has good access to the A51 however there is currently no suitable road access.
- Development here will create too much pressure on infrastructure plus damage to the environment

Site M: Land west of Cheerbrook Farm

Do you agree or disagree with site M as a potential area for future development
(suggested use: Housing)

- 70.6% of respondents answered this question
- Of those that responded to the question: Agree (1.5%); Disagree (98.5%)



- Any development should strengthen town centre economy, the site has poor access to the town centre and its proximity to the bypass will promote out of town spending
- Green gap development will undermine separation between settlements
- Development of this site will cause significant impact on highways and infrastructure in an area which is prone to flooding
- This is an important green gateway area for the town and future development should secure high quality design standards
- Development here is on a site at risk of flooding and will damage the environment

Q4 Additional Sites

Are there any other sites that you would like to suggest for potential development?

- 20 further comments were made
- 11 sites were suggested

Additional suggested sites:

- Chapel and Chapel Mews
- 101 Welsh Row
- Morrison's Supermarket
- Station Road car park
- Corner of Beam Street and Millstone Lane
- Sainsbury's/Focus site
- Green gap land on Crewe Road between Nantwich and Crewe
- Land at Newcastle Road, Willaston
- Land adjoining Wardle Industrial Estate
- Weaver Stadium/Waterlode
- Stapeley Technology park
- New Town at Wardle
- Support brownfield sites near employment

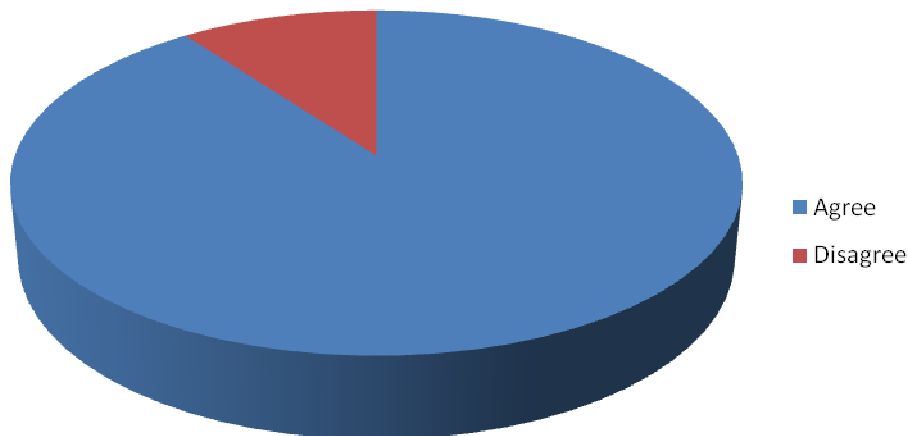
Q5 Proposed Town Character Areas

Do you agree or disagree with the proposed character areas within the Town Centre as set out in the draft Nantwich Town Strategy?

A: Welsh Row

Do you agree with the proposed character area A at Welsh Row?

- 5.3% of respondents answered this question
- Of those that did respond: Agree (89.8%); Disagree (10.2%)

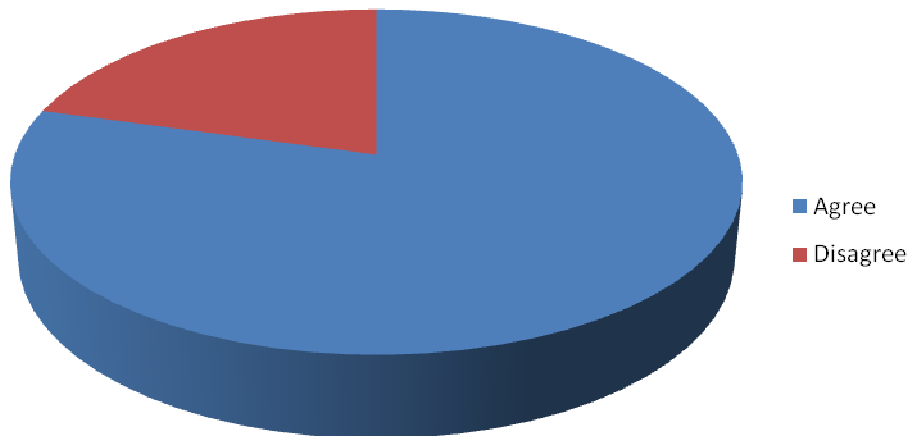


- Improvements to the aqueduct will enhance a gateway to the town. The rest of Welsh Row is an area of great character containing many listed buildings which should be protected
- The site is separated from the town by the River and its attraction as a retail development is limited
- Comments express confusion and concern over the intention of character areas and what they are intended to achieve
- Address traffic here through calming and management, reducing the flow and improving car parking off Welsh Row
- This is a welcoming area to the town including nice shops, culture and heritage.
- Better access to and from the town centre should be supported

B: Snow Hill Area

Do you agree with the proposed character area B at Snow Hill Redevelopment Area?

- 5.2% of respondents answered this question
- Of those that did respond: Agree (79.4%); Disagree (20.6%)

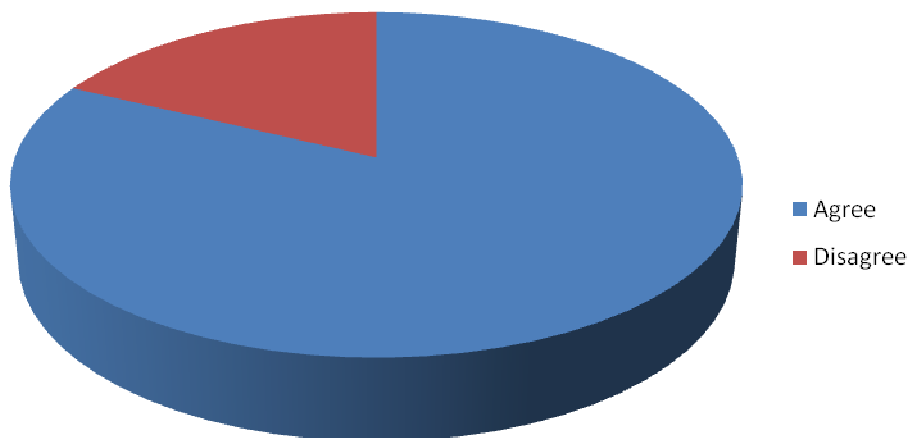


- Development will benefit amenities for the town and visitors and create a more welcoming gateway to Nantwich
- Consideration should be given to the archaeological importance of the area whilst protecting the River Weaver and existing open spaces here
- Any development here should be very limited as not to effect the parking, leisure facilities
- Building on a car park seems counterproductive in a town with a massive parking problem and parking facilities should be retained
- Changes to retail habits means that we do not need an increase in retail units, purely improve what is currently in the Town
- The site should enhance leisure facilities, connections to the town centre and support high quality small shops
- Both retail and residential uses could be supported here making use of the views over the river

C: St. Anne's Lane Area

Do you agree with the proposed character area C at St. Anne's Lane Redevelopment Area?

- 5.1% of respondents answered this question
- Of those that did respond: Agree (82.3%); Disagree (17.7%)

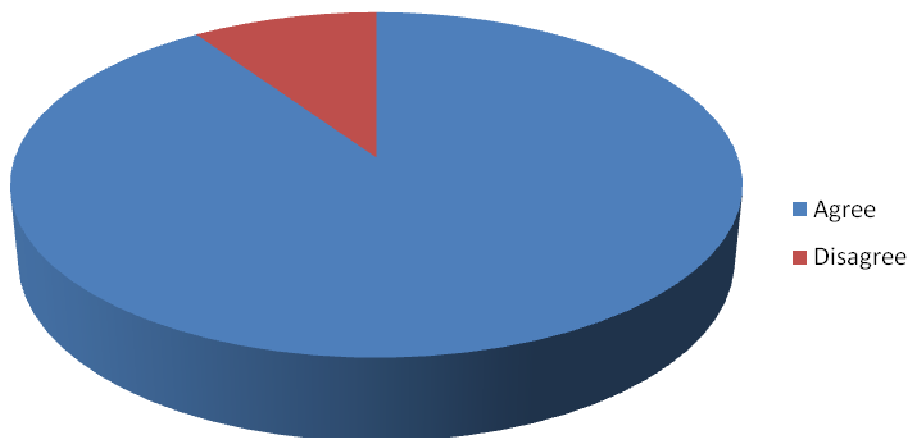


- Development here should take account of the Archaeological potential of the site
- The site offers opportunities to include both leisure and light industry in preference to housing development
- The site is ideally placed to enhance riverside development and open the frontage to public use. There is also potential for a piazza area by the river for retail and refreshment outlets
- The provision of green links and retention of significant levels of parking are important here
- Care is needed regarding the extent to which the mix of uses can be sustained by demand and potentially deflection from the existing main retail areas of the town

D: Historic Core of the Town Centre Area

Do you agree with the proposed character area D: Historic Core of the Town Centre?

- 5.2% of respondents answered this question
- Of those that did respond: Agree (90.5%); Disagree (9.5%)

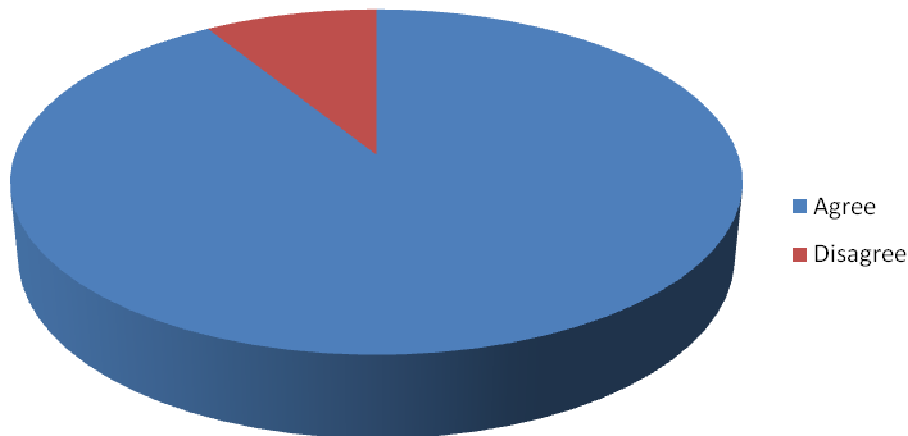


- The area is of Archaeological importance and the existing buildings here should be promoted
- The existing character of the area should be retained and support given for independent traders and retailers
- Include traffic calming and reduction should be supported in this area including closing the centre to traffic during the day
- There should be a greater emphasis on the history of the area!
- Use of empty upper floor parts of buildings as living accommodation should be promoted here to enrich evening life in the town

E: Town Centre Community Area

Do you agree with the proposed character area E: Town Centre Community Area?

- 5.1% of respondents answered this question
- Of those that did respond: Agree (91.1%); Disagree (8.9%)

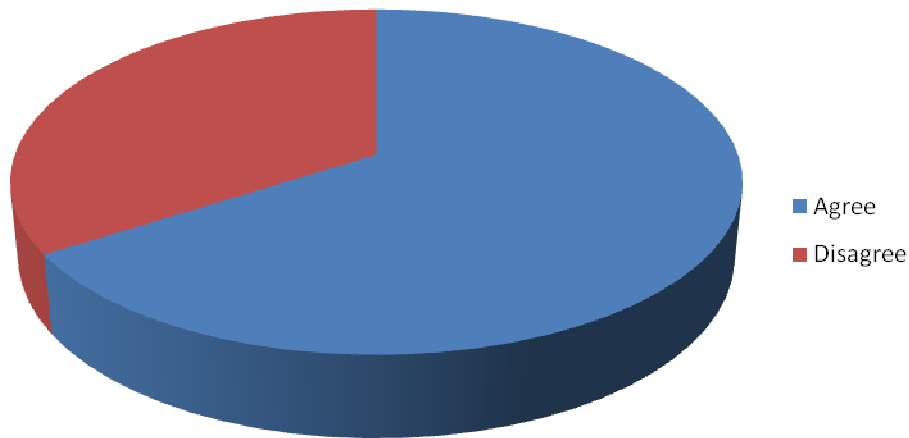


- The site may hold archaeological interest which should be protected and preserved
- Improved connections to town centre should be encouraged here
- Investment in the public realm could make the area more attractive and emphasise the 'feel' of the town centre
- Community areas should be enhanced to make them more attractive and appealing
- Community buildings should be diversified to encourage different age groups to mix socially
- Significant buildings should be restored to their former glory and protected
- There is much support for sensitive improvements to the public realm
- Support should be given to maintain existing buildings which host community facilities and where possible community facilities should be rebuilt and invested in

F: Love Lane Area

Do you agree with the proposed character area F: Love Lane?

- 5.1% of respondents answered this question
- Of those that did respond: Agree (65.9.1%); Disagree (34.1%)

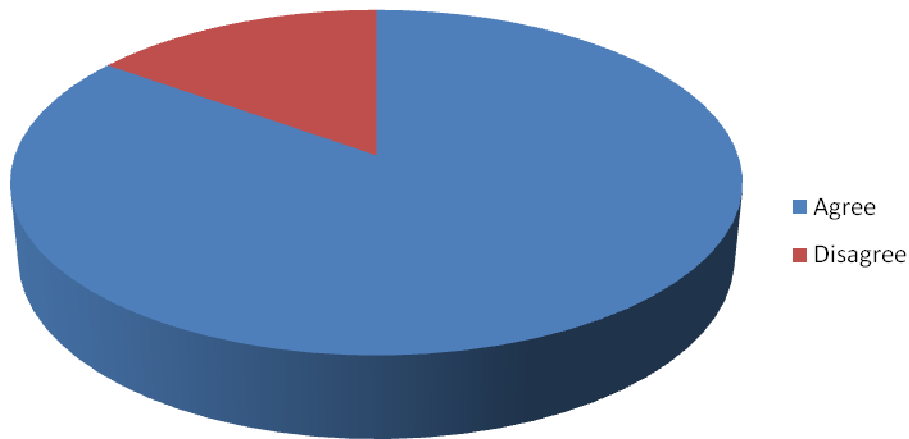


- The site may hold archaeological interest which should be protected and preserved
- It's currently unclear how site would improve links to town centre
- The visitor car park needs to be preserved to support the town centre
- The area needs more retail supported by better car parking provision.
- No more retail is needed here, more car parking is required to enable access to the centre
- Development should be promoted and car parking reduced
- A new theatre should be delivered here to support the cultural offer
- The retail zone should be restricted to the town centre and not extended to this site
- The site can deliver an important landmark at the entrance to the town providing design and car parking issues are resolved
- The town needs more car parking, not less

G: Station Road Area

Do you agree with the proposed character area G: Station Road?

- 5.2% of respondents answered this question
- Of those that did respond: Agree (84.9%); Disagree (15.1%)

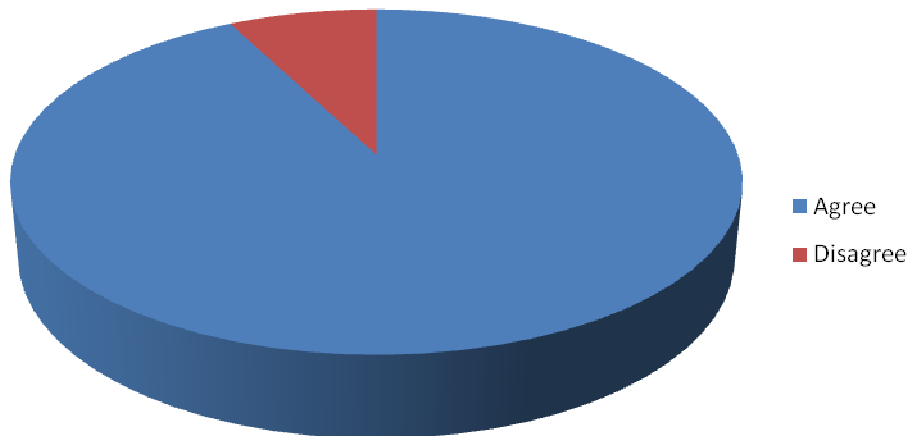


- The station and the adjacent area currently present a very poor impression. The area would benefit from investment in the public realm and signage
- Improved signage and better connections between transport interchanges can support the town centre
- Improved footpaths, cycleways and road links can support the town centre
- The site may hold archaeological interest which should be protected and preserved
- The area should support an improved independent retail offer
- Car parking offer should be expanded to include a 7 night over-night possibility

Nantwich Riverside – Green links in to the town centre

Do you agree with the proposed character area Nantwich Riverside?

- 5.4% of respondents answered this question
- Of those that did respond: Agree (92.4%); Disagree (7.6%)



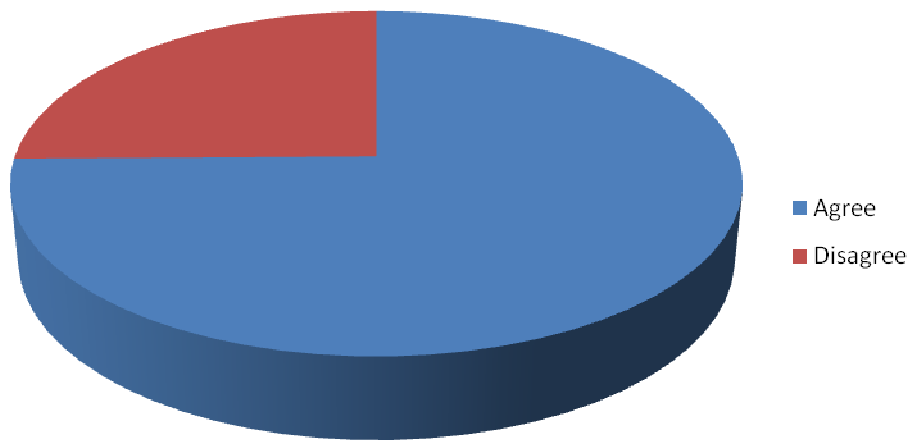
- Development within this area is supported
- The landscape of the area should be Improved to attract wildlife
- The area should be opened up to locals and visitors through preserving and developing the walking routes
- A footpath and cycle path should be extended along the banks of the riverside which will help promote a café culture and greater use of the area
- The green spaces in the centre of town are a major attraction and should be exploited to the full
- The character area could be further extended from Snow Hill to Beam Bridge

Q6 Nantwich Town Boundary

A: Welsh Row

Do you agree with the proposed amendments to the town centre boundary at Welsh Row?

- 4.9% of respondents answered this question
- Of those that did respond: Agree (74.8%); Disagree (25.2%)

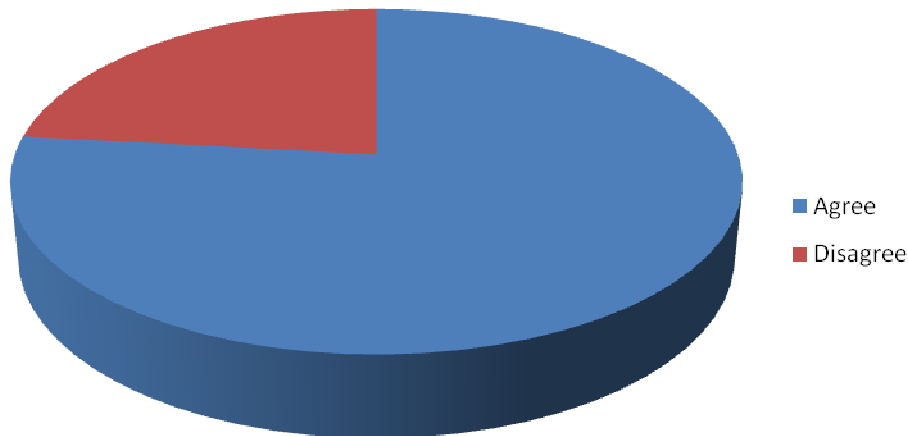


- The area should be supported by tasteful enhancement of the streets and preservation of old buildings to preserve Nantwich's quirky character and support independent retail
- The area would benefit from improved links to the Shropshire Union Canal
- The document is unclear and does not fully explain changes to town boundaries
- The area should include Nantwich walled gardens within the conservation area
- This area is too far from the town centre and the boundaries should be retained as they are
- Economic strategy will require a larger town centre area to accommodate the organic growth of a range of facilities
- The area should be included in the town centre due to the dominance of commercial use and its compatibility with the existing centre

B: Snow Hill

Do you agree with the proposed amendments to the town centre boundary at Snow Hill Redevelopment Area?

- 4.8% of respondents answered this question
- Of those that did respond: Agree (76.7%); Disagree (23.3%)

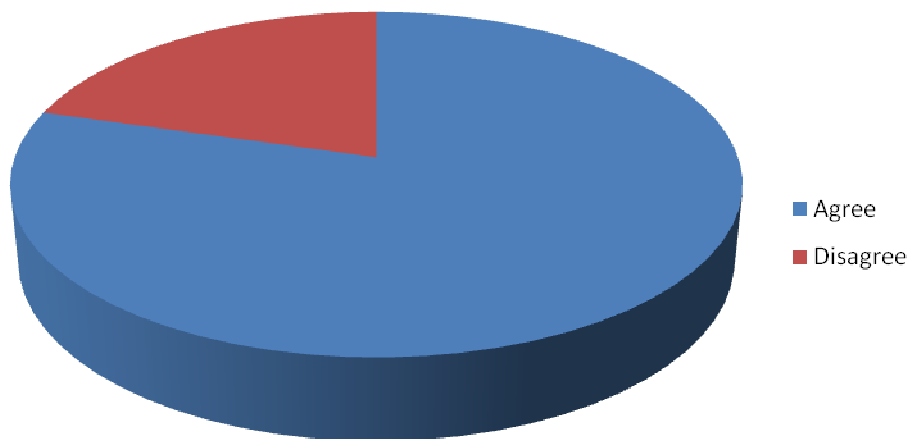


- Old buildings should be preserved here and the public realm improved
- The methodology for altering the boundary is not explicit and no further housing should be included here
- Parking facilities here should be preserved
- The document is unclear and does not explain the implications of changing the boundary
- No further development should take place here and focus should be given to conserving what we have
- Any changes here should not adversely affect the town centre
- Town centre boundaries should be maintained as they are the boundaries at their present state

C: St. Anne's Lane

Do you agree with the proposed amendments to the town centre boundary at St. Anne's Lane Redevelopment Area?

- 4.6% of respondents answered this question
- Of those that did respond: Agree (79.5%); Disagree (20.5%)

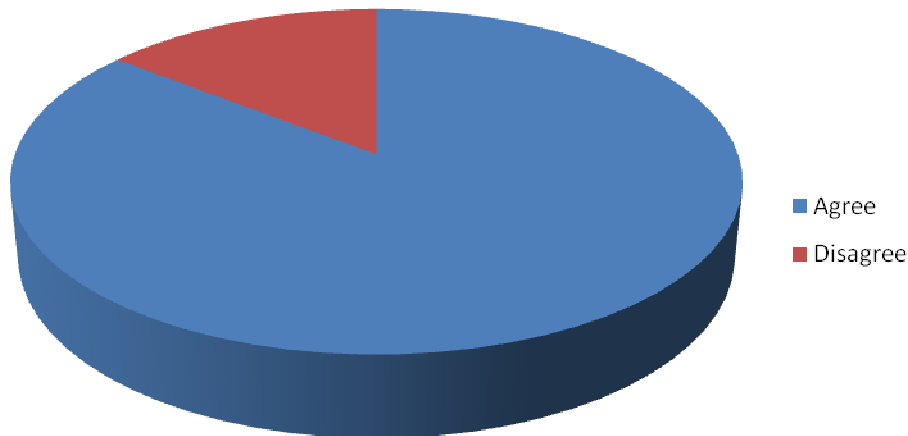


- The implications of alterations to the boundary are unclear from the document
- The area would benefit from retail and leisure facilities making use of the existing walkways
- The area is well positioned to host redevelopment including hotel use, residential and retail
- Enlargement of the town centre will be necessary to accommodate the economic strategy
- The site is peripheral to the existing areas of footfall and unlikely to attract investment

E: Town Centre Community Area

Do you agree with the proposed amendments to the town centre boundary at Town Centre Community Area?

- 4.6% of respondents answered this question
- Of those that did respond: Agree (85.6%); Disagree (14.4%)

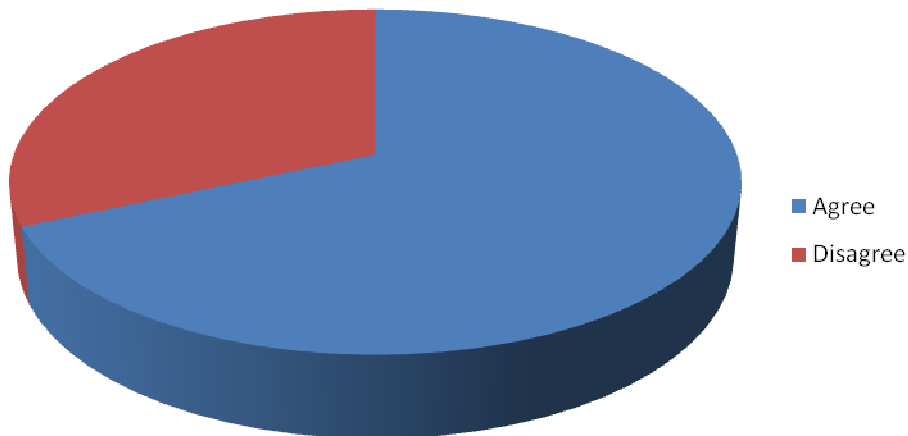


- Enhanced streets and improved buildings will support a better public realm
- The document is unclear on the implications of changes to the boundary
- The boundary could be expanded further and link the Gulf filling station, John Deere and the Barony Park
- The area could include a possible addition of retail in the corridor from M&S to the town
- Development in the area should ensure suitable additional car parking is established and that existing green spaces are protected
- Boundaries should be maintained in their present state
- The area is within Waterlode and already part of the greater town centre
- Enlarging the town centre and diluting it could be counterproductive to attracting retail and other essential uses in the historic core and its immediate fringes

F: Love Lane

Do you agree with the proposed amendments to the town centre boundary at Love Lane?

- 4.7% of respondents answered this question
- Of those that did respond: Agree (68.4%); Disagree (31.6%)

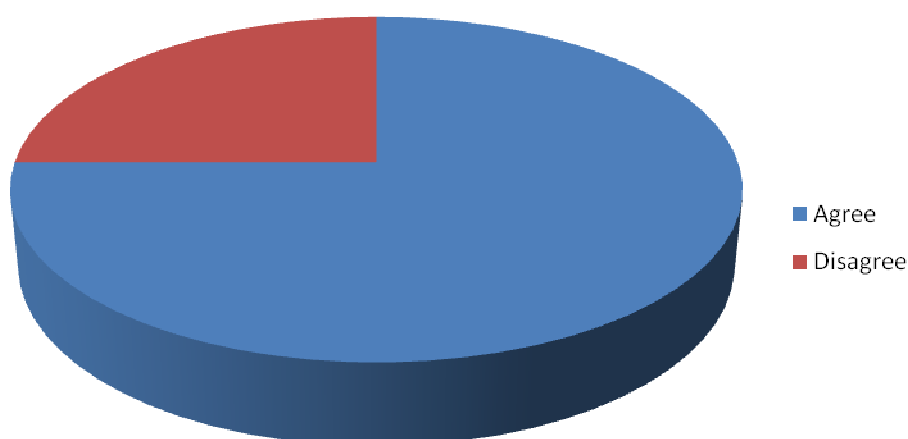


- It is unclear how changes to the boundary will affect the area and the document does not explain this in full
- The area should be expanded to include Pillory Street and Pall Mall
- Additional car parking should be included here and existing car parking retained
- The area is open and has no town centre character from within or outside the area
- Delivery of the economic strategy will require an enlarged town centre

G: Station Road

Do you agree with the proposed amendments to the town centre boundary at Station Road?

- 4.59% of respondents answered this question
- Of those that did respond: Agree (75%); Disagree (25%)



- The area could benefit from enhancing the street scene and existing buildings to support the existing character
- Implications of boundary changes are unclear and not explained in the documents
- The boundaries should be retained in their current form
- Delivering the economic strategy will require a larger town centre and changes to the boundary
- Developed in this area should be restricted and be sensitive to the conservation area

Q7 Infrastructure Priorities

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

	Essential	Important	Desirable	Not a Priority
Improvements to the Town Centre public realm	34.4%	51.6%	10.9%	3.1%
Provision of increased parking provision	38.3%	31.6%	17.3%	12.8%
Introduce a park and ride scheme	13.6%	22.8%	28%	35.6%
Extend the bus service network coverage and operating times	29.4%	39%	28.7%	2.9%
Provision of facilities for children and teenagers	20.9%	61.1%	14.4%	3.6%
Provision of affordable and special needs housing	16.6%	31.2%	34.8%	17.4%
Introduce traffic management measures within the town centre	23.9%	33.6%	26.1%	16.4%
New or expanded Primary Education facilities	19.1%	35.1%	28.2%	17.6%
New or expanded Secondary and Further Education facilities	19.4%	32.1%	25.4%	23.1%
Increased provision and quality of open spaces in the town	37.5%	40.2%	17.4%	4.9%
Increased provision of community health facilities	20.1%	50.8%	23.1%	6%
Enhancement and celebration of heritage assets	44.2%	39.9%	14.5%	1.4%
Improvement of leisure facilities within the town	26.3%	47.3%	25.6%	0.8%
Promotion of the brine pool	29%	38.4%	25.4%	7.2%
Improve the railway station	30.2%	42.5%	22.3%	5%
Improvements to the junctions in the A51 corridor (A51-A530; A51-A534; and A51-A500)	19.9%	38.2%	30.1%	11.8%
Improve the gateways into the town	19.7%	38%	29.9%	12.4%
Facilities for the elderly	16.2%	44.9%	33.8%	5.1%
Improved community facilities within Nantwich	18.2%	47.5%	31.4%	2.9%
Renewable energy projects	25.7%	32.4%	30.1%	11.8%
Community and tourism facilities along River Weaver and Shropshire Union Canal.	18.8%	47.5%	32.3%	1.5%
Support local festivals	26.1%	47%	20.9%	6%
Electrification of the railway line between Nantwich and Crewe	3.9%	23.2%	32.6%	40.3%
Provision of cycle routes and footpaths	30.2%	41.7%	21.6%	6.5%
Development of a bypass from the A500 to A530 leading to a ring road around the town	19%	19.1%	20.2%	41.7%

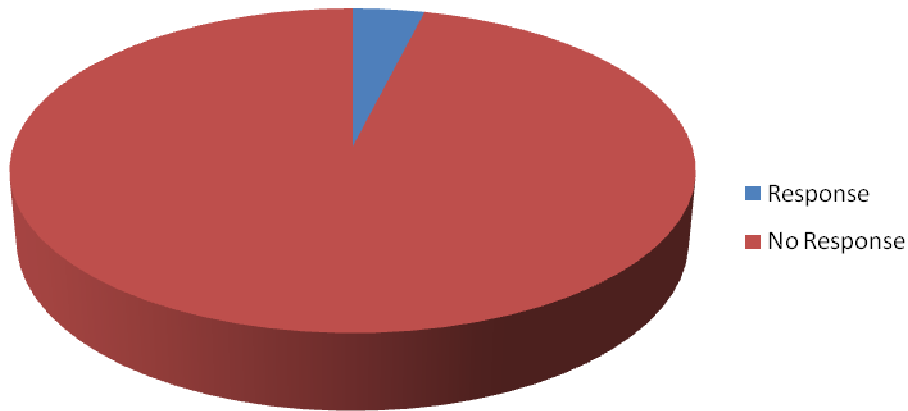
Summary of comments on Infrastructure priorities:

- The delivery of a bypass will have both pros and cons for the town. Whilst alleviating traffic impact it may also encourage spend to dissipate from the town centre
- Investment in bridges and roundabouts will help alleviate traffic congestion and improve traffic flow around the town
- Rail improvements and electrification of the line to Crewe may help support better connections to employment and reduce traffic
- Broadband investment should be promoted to support flexible working and the local economy
- Sustainable transport should be promoted via support for footpaths, cycleways and methods to reduce reliance on the car (including a park and ride scheme to the town centre)
- Parking provision should be retained and improved to support access to the town centre
- New development should provide the necessary infrastructure at the outset and in line with the impact from growth (including community infrastructure such as schools)
- Any new plan should be compliant with the NPPF
- Renewable energy should be supported and invested in
- Viability is an important aspect of delivering investment in infrastructure and should be taken account of when deciding priorities
- Culture and leisure facilities should be supported and improved through new development
- Ecology, particularly at the River Weaver should be enhanced and protected

Other Infrastructure Priorities

Do you have any other infrastructure priorities you would like included in the Town Strategy?

- 3.9% of respondents answered this question



- Development of a bypass is currently not a priority and will potentially impact the town centre by promoting spending outside of Nantwich
- Public transport, cycle and pedestrianised areas should take precedence over cars and provision for vehicles be reduced
- Faster consistent broadband connections should be promoted and support given for renewable energy projects including hydro power on the river weaver
- High levels of growth will increase demand on existing infrastructure
- Improve footpaths, the public realm and bus linkages
- Linking up existing cycle routes is important to delivering sustainable transport
- Promote and use the lake
- The open Space strategy needs to establish aspirations more clearly
- Education provision at both secondary and primary levels should be improved

Q9 Additional Comments

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

- The environment and green belt land should be protected from development
- Conversion of upper floor retail units into residential units should be supported
- Nantwich should be retained as small market town
- It is unclear how the town strategies relate to the place shaping consultation and the hierarchy of vision, objectives and strategy is unclear
- The consultation process has not been adequately advertised and the public not fully engaged with via workshops
- The strategy does not fully explain how evidence and existing policies relate to one another and the evidence for projected levels of growth is unclear
- A sequential land use policy should be committed to to ensure brownfield land is used first
- General objections to the strategy on the basis that projected growth is too high

- 'The whole consultation consists of just some padding around the main body which is Chapter six which is seeking the least objectionable plan for cheap housing development which is not wanted.'

- 'I would like to say how lucky I feel to be in Cheshire East. It is really nice to be able to see in advance that which is planned for Nantwich and have the opportunity to comment. Having read it all carefully it would seem that I am doubly blessed with sensible conclusions. Thank you very much it was most enjoyable.'

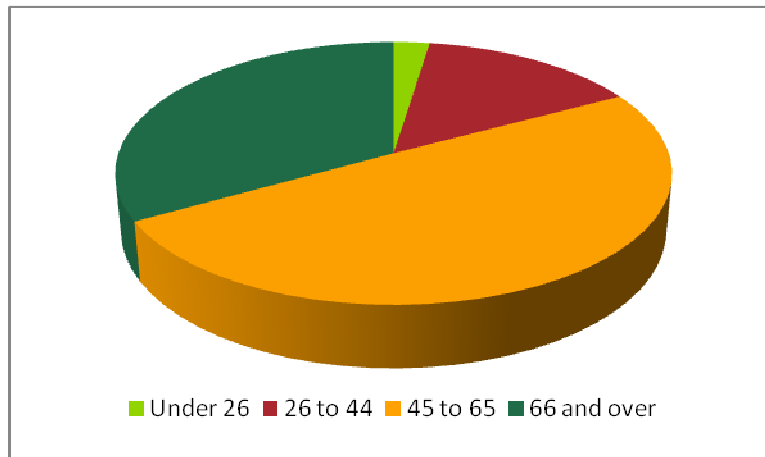
This page is intentionally left blank

Draft Poynton Town Strategy Consultation

Overall Response

- A total of 516 representations were received during the consultation on the draft Poynton Town Strategy

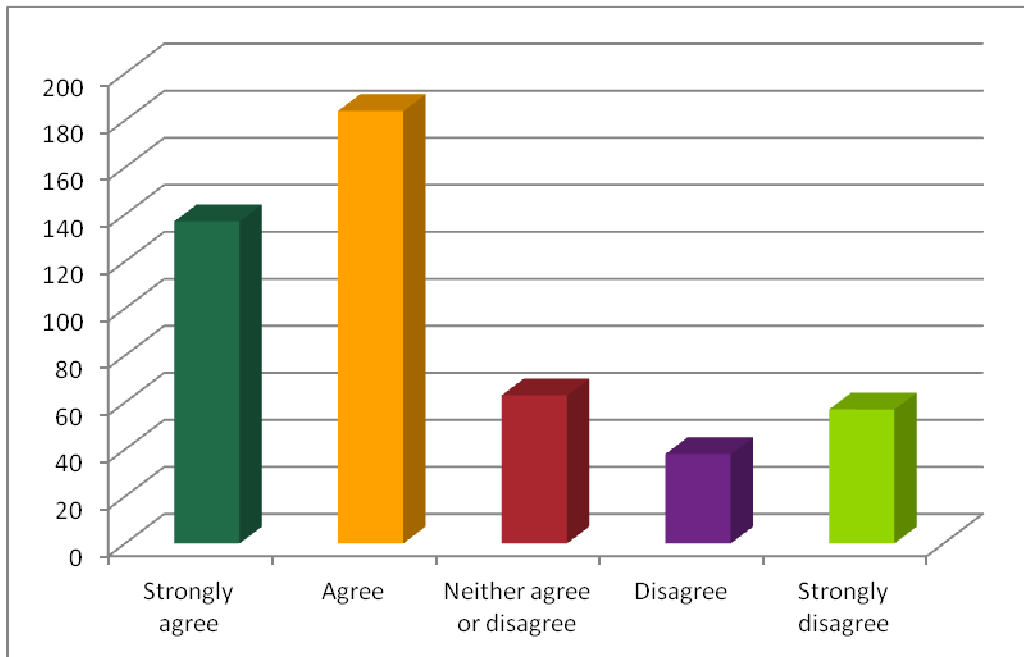
Age of Respondents



Key themes emerging from the consultation

Q1. Vision for Poynton

Do you agree or disagree with the Vision as set out in the draft Poynton Town Strategy?

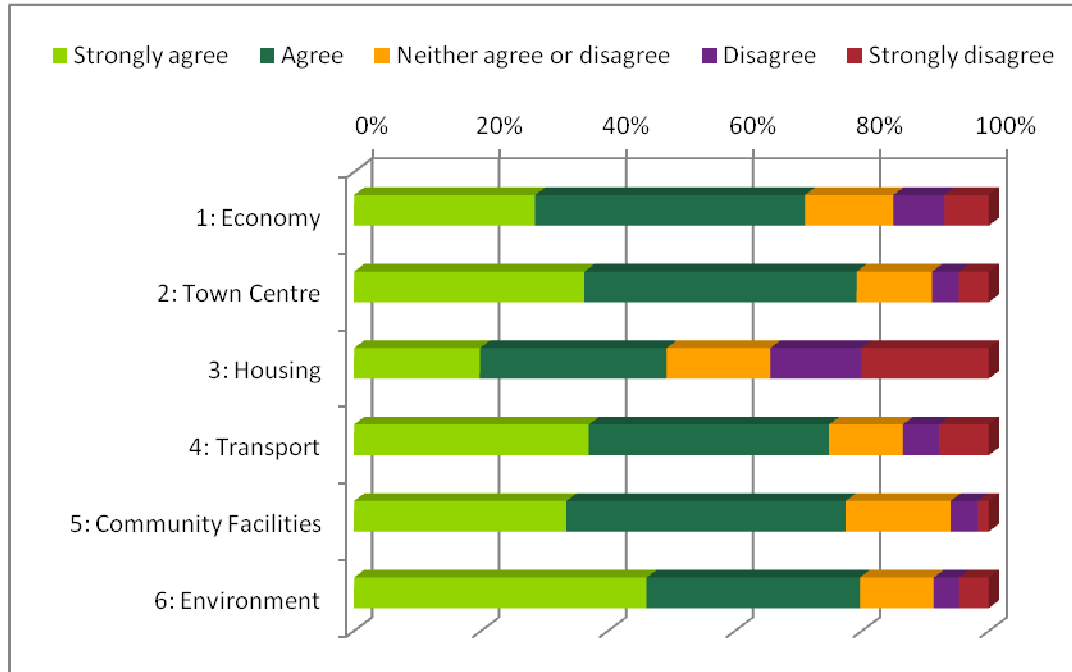


- Support for the retention of the village feel and rural setting/disagreement that Poynton has a village feel or rural setting.
- View that the protection/preservation of the Green Belt should be included.
- View that the vision would use up a large area of Green Belt.
- View that Poynton should keep its separate identity (uniqueness) and not become a suburb of Stockport/conurbation of Greater Manchester.
- Important to maintain a feeling of a small community with good facilities, including those for the youth and elderly.
- Could mention the need to keep housing development to the lower end of the scale.
- Support that a balanced view on sustainable growth, development and the needs of the existing community is at the centre of the vision.
- Needs to be more realistic in terms of demographic and economic factors likely in next 20 years.
- Replace “distinct rural setting” with “distinct Green Belt setting”.
- Should have 'cost justifiable' after the word continuous to avoid the vision being interpreted in potentially profligate ways.
- Wording is vague.
- Should include 'protection' to the rural setting and its open spaces both within the town and around it.
- Should include "and a desirable place in which to work and reside".

- The Vision is not consistent with other parts of the document or the Parish Plan, for example the number of homes suggested.
- Too much emphasis on 'development'. It would be better if the continuous improvements and pro-active management were towards the goal of maintaining Poynton as a thriving community.
- Ensuring continuous improvements is open to interpretation – some respondents disagree if it means extensive house building.
- To retain its village feel suggests that the town does not want to see any growth, but this may be necessary to ensure that facilities and services continue to improve.
- It fails to acknowledge the importance that housing plays in the delivery of a sustainable and prosperous economy – suggest additional wording “through measured housing and commercial growth”.
- Suggested new text “Poynton shall strive to develop as a strong and sustainable community whilst retaining its village feel and distinct rural setting.”
- Poynton is a village.
- Some detail appears to be aggressive and will fundamentally change the look and feel of Poynton.
- Need to recognise Poynton can't remain a village given the size of the population.
- Vision has been arrived at without any professional independent empirical assessment of the strategy's impact.
- It fails to recognise that Poynton has reached maximum size, taking into account current schools, shops, road infrastructure.
- It seeks an unnecessary radical change which will destroy, not enhance, the town.
- The vision is defective in that it fails to allow for the release of sufficient housing, namely 200 to 400 rather than 1,000 (or more).
- It should acknowledge that Poynton is a Key Service Centre and therefore it is considered to be an appropriate location to accommodate additional growth and development in the future.
- Vision should be longer term up to 2050.
- It underestimates the town's role in delivering additional growth – it should be amended to include additional wording; ‘develop as a strong and sustainable community allowing for future development and growth in line with its role as a Key Service Centre’.
- Support for the mention of improving and proactively managing the environment and developing a sustainable community.

Q2. Objectives and Strategy for Poynton

Do you agree or disagree with the Objectives and Strategy as set out in the draft Poynton Town Strategy?



Economy

- Support for the emphasis on reusing existing employment land and buildings.
- The area needs to retain businesses and employment skills and develop the opportunity for new ones.
- Greenfield sites should be protected.
- Support for brownfield sites to be fully developed in preference to greenfield sites.
- The emphasis should be on ensuring that all vacant brownfield employment sites are redeveloped.
- May be a need to release some greenfield sites before all brownfield sites are used up as they may not necessarily be the correct size or location for modern requirements.
- Green Belt should be protected.
- Support for the encouragement of home working – high speed fibre optic cabling provision is important.
- Support and disagreement with the suggestion of a hotel.
- Suggestion that a bed and breakfast would be more appropriate than a hotel.
- Support the encouragement of small businesses.
- Support for the visitor economy.
- The visitor economy objective has no supporting data.
- Communication Technologies (Objective b) should also be directed to very small (that is micro-) enterprises.

- Objective c (visitor economy) could be supported by more attention being given to promoting Poynton as a place from which to access the adjacent open countryside/canal network and Middlewood Way.
- There should be some encouragement for inward investment to help bring new jobs into the area.
- Should include that business development needs to be appropriate (in terms of type, scale and location etc.) to the "village feel and rural setting".
- Failure to mention the impact of high street supermarkets on the local economy nor suggesting that further additions could have significant implications.
- The Objectives and Strategy are vague.
- Query as to the meaning of visitor economy.
- View that small-scale business opportunities should be included within new housing developments.
- Improvement of public transport is key - existing bus services are inadequate to support development of the economy.
- Objective a) (use of vacant employment sites for businesses) should not be a constraint on using this land for housing, should there be no demand for business use.
- View that support for the growth of larger business could cause traffic issues.
- Need to acknowledge that the SEMMMS road and the proposed Woodford- Poynton bypass will take trade away from businesses and shops in the village centre.
- Disagreement with Objective a) (use of vacant employment sites for businesses) and b) (brownfield before greenfield) of the Strategy as in conflict with the National Planning Policy Framework.
- Disagreement with the intention to create job opportunities.
- Suggest the inclusion of specific references to the protection and enhancement of water quality as an Objective.
- View that it doesn't provide for growth.
- View that manufacturing business is inappropriate.
- View that other sites should be considered for employment in exceptional circumstances.
- Suggestion of incentives for business.
- Disagreement with the development of brownfield sites first.
- The strategy needs to be clear and flexible.
- View that brownfield sites should be identified or a register maintained.

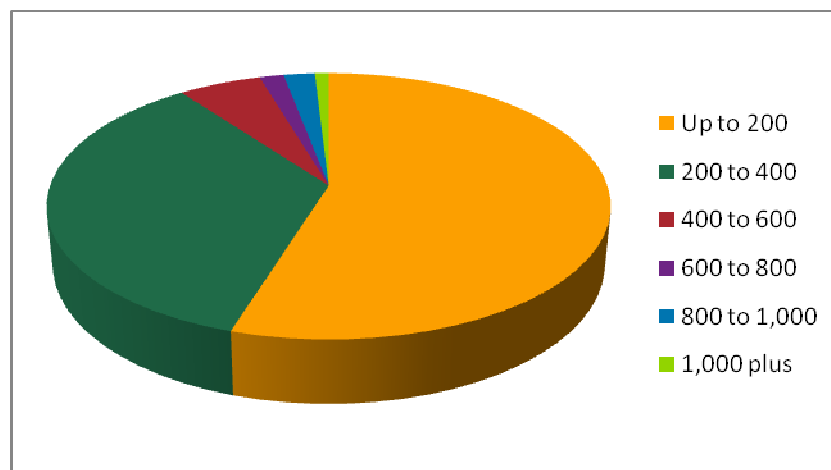
Town Centre

- Support for improving public transport.
- Support the encouragement of residential use of upper floors in town centre
- Support the encouragement of development of mixed use along London Road South.
- Support the encouragement of small retailers and a variety of retail outlets.
- Support for the town centre to be accessible for all.
- Additional objective: "Make the Town Centre a 'destination' that is much more of an outdoor 'cafe' environment where people will choose to go for recreation purposes rather than just for shopping."
- Support and disagreement with enhancement of the town centre.
- Support a variety of shops.
- Support free car parking, including at night-time.
- Suggest that additional car parking is identified.

- The strategy should state that any further large retail developments are inappropriate and should not be allowed/encouraged.
- Eating and drinking establishments should be encouraged.
- Park Lane to be pedestrianised.
- Support for the use of brownfield sites and vacant buildings.
- Strategy should include continued efforts to remove 'through' traffic from the village centre.
- Concern with regards to the meaning of mixed uses and retail outlets.
- Suggestion of improvements to the pedestrian access of the Queensway shopping area.
- Support for parking behind Park Lane shops and disagreement that this could be disabled only.
- Consider encouraging businesses reliant on e-technology/service business to use upper floors of town centre (particularly small businesses).
- No mention of improving public realm; attracting restaurants, alfresco dining or wine bars to improve both the day and night time economies
- No mention is made of the number of readily available parking spaces (to retain /increase numbers) and the consistent problem with illegal parking.
- There should be more emphasis on safety and access for pedestrians and cyclists.
- Develop a strategy to encourage zero tolerance to parking on Park Lane.
- Disagree with the development for mixed use on London Road South.
- Objective c - there is a limited quantum of land for a mixed use development in the boundary of the centre.
- Question if free parking can be controlled or achieved through the spatial planning system.
- Strategy i should be widened to include potential development opportunities along Park Lane as well.
- Query about what is meant by "consider the appropriateness of existing boundaries."
- Limited quantum of land for mixed use development in the town centre.

Housing

What range of additional housing is most appropriate?



- The Green Belt should be protected/excluded from consideration for housing development.
- Support the identification that Poynton's housing needs are not extensive.
- Support/disagreement with the development of brownfield sites first.
- Greenfield sites should not be built on.
- Support a mix of housing.

- Support the encouragement of provision of small, mixed use housing developments.
- Support consideration of the Woodford Garden Village.
- Suggestion of Dickens Lane/all the village as a low density housing area.
- Disagreement with/support of protection of low density housing areas.
- Suggestion that Green Belt is released for housing if needed.
- View that there is a need for affordable housing/starter homes.
- Disagreement with homes specifically targeted at the elderly.
- Should also consider retired wishing to purchase smaller houses/bungalows and still live in Poynton, in walking distance of the town centre.
- The fundamental statistics on which the plan is based seem inconsistent.
- Suggestion of a strategy for empty homes.
- Support for flats above shops.
- Strategy a (housing range) should use a stronger word than "feels".
- Strategy d (small, mixed use housing developments) is contradicted further in the document.
- The Objectives and Strategy need to be aligned with the Vision.
- Disagree with housing for everyone.
- 200 to 400 homes by 2030 may not be sufficient, especially as it is for both market and affordable housing.
- 200 homes are too high.
- The number of homes proposed is not justified in relation to the forecasted increase in population.
- Strategy e is confusing and should be redrafted.
- Need to define limits to both the location of greenfield sites and the amount of land that can be appropriated.
- Suggestions of alternative ranges/numbers of new homes to be built up to 2030, including 50 to 75 and none.
- The Objective should be expanded to ensure that housing is considered in the context of the presumption in favour of sustainable development - refer to the creation of sustainable, inclusive and mixed communities.
- Disagree with the housing range as there is no robust evidence to justify this housing requirement.
- Disagree with b (brownfield first) as it is contrary to the National Planning Policy Framework and is unsustainable.
- Disagree with f (Woodford Garden Village) as there will be limited impacts from the proposed redevelopment upon Poynton.
- Disagree with a – the deduction of housing commitments from the 200 to 400 figure.
- View that 1,000 houses are needed to support the Relief Road.
- Any new development needs to be in proportion with existing development.
- Strategy b (brownfield sites) contradicts the Economy Strategy.
- View that unless brownfield sites are formally allocated for housing in the new Poynton Local Plan they would be regarded as 'windfall' sites and not as part of the 200-400 (or higher) figure for housing land supply. The Strategy should clarify this.
- Queries as to why more housing is needed – suggestion that Poynton has too many houses already.
- Suggestion that a housing target shouldn't be set.
- Concern regarding the infrastructure to support new housing development.

- Requests for no social or rented housing.

Transport

- Support and disagreement for Woodford-Poynton Relief Road and SEMMMS – seen as a transport priority by many and for them to be constructed before new development takes place.
- The effectiveness of the Relief Road has been questioned.
- Support and disagreement with improvements of Middlewood Railway Station.
- Support for improvement of Poynton Railway Station.
- Suggestion of park and ride at Poynton and Middlewood Railway Stations.
- Public transport to be improved before any expansion takes place.
- Suggestions of initiatives to combat public transport issues, including car pooling and bus lanes.
- Support for public transport improvements including improvement of rail and bus links into Manchester and increased frequency of services.
- Support for/disagreement with traffic calming measures, with a suggestion of signage and for measures on estates.
- Support for the provision of safe pedestrian/cycle routes and lanes for every day journeys.
- Suggestion of a town wide travel campaign to reduce car journeys to local schools.
- Suggestion of an aspiration to reduce carbon emissions and energy consumption of local transport.
- Suggestion of an area wide pedestrian/cycle route network plan produced to guide future planning.
- Suggestion of better enforcement of traffic laws.
- The strategy should include bringing current pathways, pavements up to a suitable standard and maintaining them.
- Suggestion to maintain and increase subsidised transport.
- Concern regarding traffic calming measures and the need for them questioned.
- Need a strategy to regulate the size and flow of traffic through Poynton.
- Strategy n should be amended to reduce the amount of traffic flowing through the town rather than monitoring it.
- Support the use of Travel Plans for schools and large businesses.
- Support the production of a comprehensive integrated transport policy.
- There is no real mention of additional arterial infrastructure capacity.
- Suggestion of the development of low carbon incentivised parking/ infrastructure within the town centre.

Community Facilities

- Suggestion of the improvement/refurbishment of play areas to be added.
- View that more choices for young adults and teenagers would be advantageous.
- Support for and disagreement with the provision of a new cemetery and Garden of Remembrance.
- Support the refurbishment and support of existing cultural and arts venues.
- Support the provision of additional football pitches.

- View that emphasis should be on providing additional indoor and outdoor sporting facilities for all age groups.
- Support and disagreement that more sports and recreation facilities are needed.
- Suggestion that more detail regarding allotments should be added.
- There should be a specific reference to new meeting halls/places of worship development needs that may arise during the plan period.

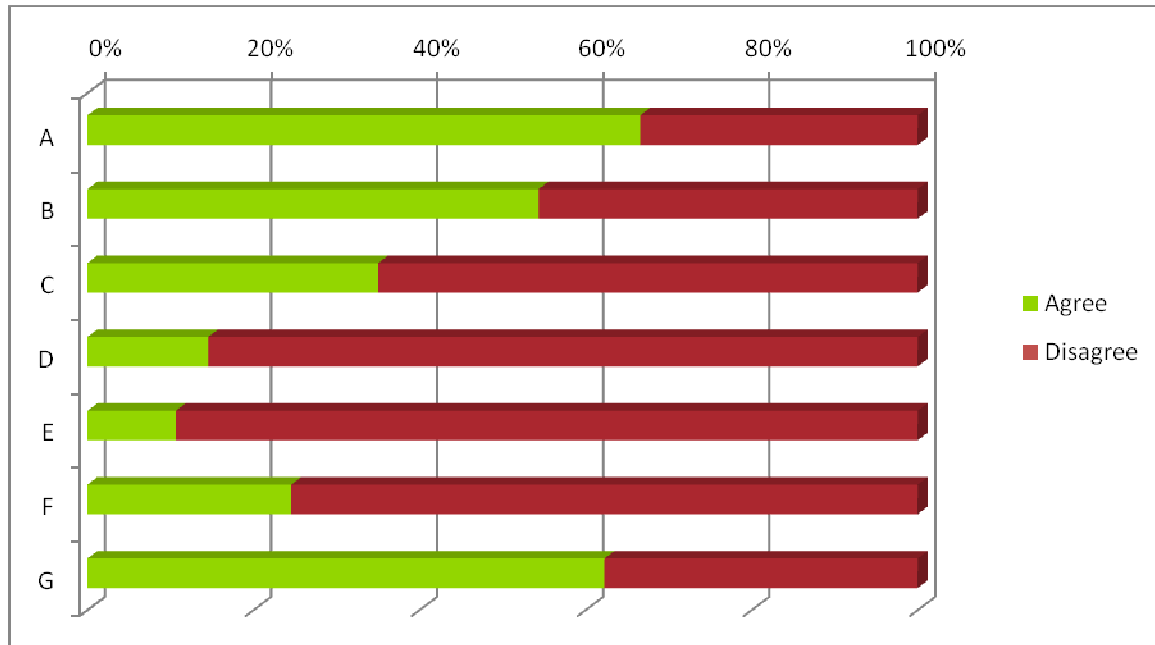
Environment

- Support for the greenfield first policy.
- Suggestion that it should be brownfield only.
- Concern regarding brownfield first policy and suggestion that brownfield sites should be developed concurrently with other sites, not a sequential approach.
- Support the protection of the Green Belt from future development.
- Support for the preservation and enhancement of Poynton's historic and natural environment.
- Emphasis should be placed on protection of the rural environment and footpaths and open spaces around the village.
- Question if this objective/strategy is in line with the housing strategy and the potential sites – suggestion that they contradict each other.
- Support the exclusion of wind farms.
- Disagreement with exclusion of wind farm; it conflicts with the National Planning Policy Framework.
- Suggested Conservation Areas - Stone cottages on Coppice Road, Worth Clough cottages and Long Row.
- View that cycle routes should be promoted/developed.
- Suggestion of a development plan for cycleways and footways.
- Suggestion of an implementation plan for solar panel/low energy installations on public buildings.
- Support for Green Belt development.
- Suggest exclusion of other high-impact technologies, for example large-scale solar panel arrays.
- Suggestion that areas could be designated as Local Character Areas where appropriate instead of Conservation Areas.
- Support for the protection of Listed Buildings and suggestion of additional listings.
- Disagreement with Repairs Notices and Compulsory Purchase Orders on Listed Buildings.
- There should be a requirement on developers to minimise their effect on the environment and safeguard the rural setting.
- Suggestion of an additional potential Site of Biological Importance at Carr Wood.
- Suggestion that the environment is nurtured, enhanced and promoted.
- Questioned as to what 'all' refers to.
- No mention of Poynton Park.
- Specific references to the protection and enhancement of water quality should be included in the Objective.

- Suggestion that Objective c be amended to: “Promote energy efficiency in all developments and the use of renewable energy in all new major developments where viable and appropriate to the context and setting.”
- Support for the investigation of additional Sites of Biological Importance.
- Suggestion that Green Infrastructure protection, creation and enhancement should be referred to.
- View that within the brownfield first policy it should be made clear that development is not appropriate on sites of high ecological value.

Q3. Potential Development Sites

Do you agree or disagree with the potential areas for future development in the draft Poynton Town Strategy?

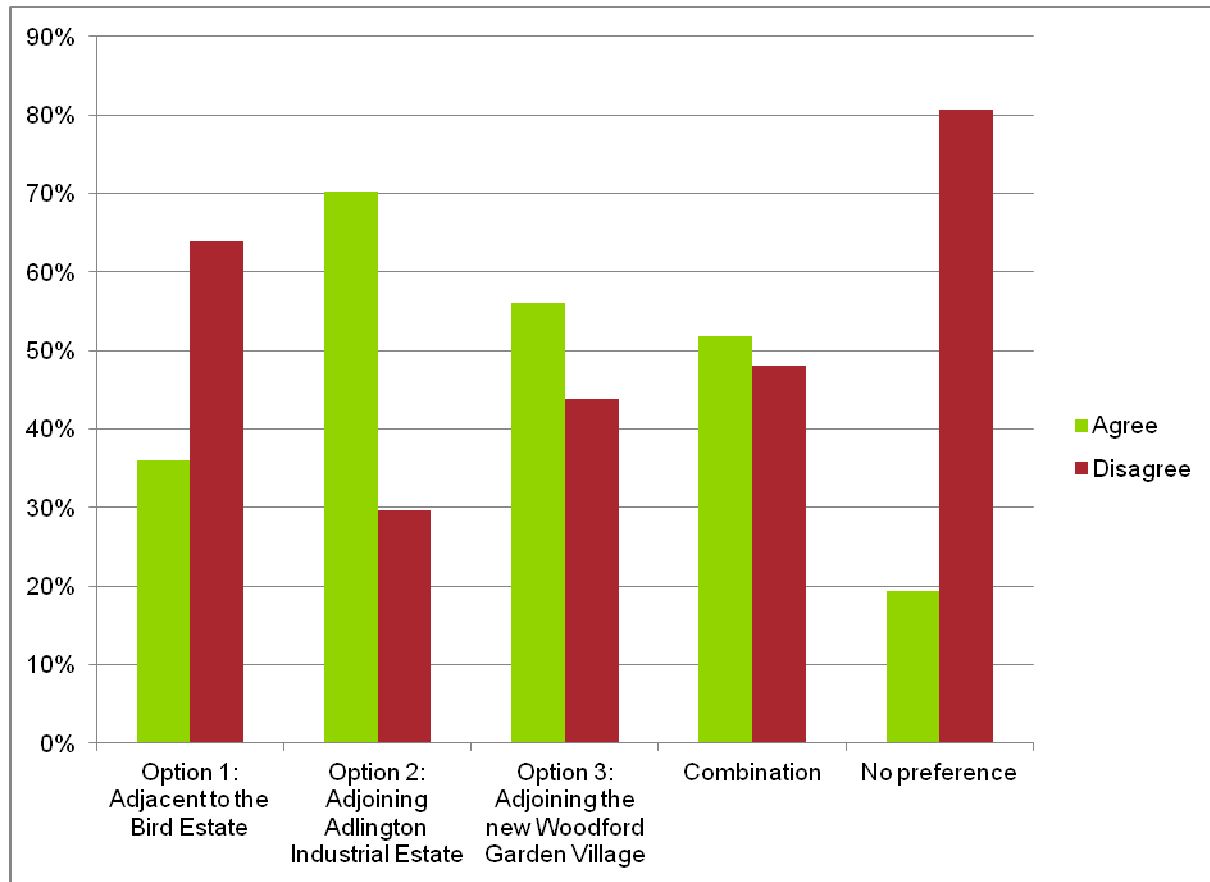


A: Land to the west of Poynton (employment, housing, recreation, open space)

- View that this site should be developed before others.
- Access only from the Relief Road.
- Question funding for the Relief Road/site could contribute to funding for the Relief Road.
- No housing.
- Opposition to development on greenfield sites.
- No development to west of new road.
- Restrict housing, for example 150, 200, 400.
- Limited employment.
- Have distinct areas, with pedestrian and cycle links.
- Support for the proposed development as long as the Relief Road is built.
- Better transport links on the west and close to Railway Station and town centre.
- Protection of Green Belt.
- Maintain green space between Cheshire and Greater Manchester and on the Poynton side of the Relief Road.
- Traffic congestion/generation.
- Maintain village feel and rural setting.
- Development to the east of the Relief Road only.
- Good road links and close to business/commuter routes.
- Need infrastructure and facilities in place, including a shopping centre – these can be included.

- Need for improved transport links, including pedestrian and cycleways.
- Proximity to Railway Station.
- Too many houses at Woodford; need to consider its impact.
- Development of the site could be seen as infilling.
- Site is isolated from the village.
- Need secondary entry/exit.
- Need for further appraisals and consideration to be given to environmental capacity.
- Retain Wigwam Wood, area to the south of it and Poynton Brook.
- Any development would need to take account of the flood risk areas.
- Need a minimum 8 metre buffer strip between the main river Poynton Brook and any development.
- Has the least impact on Poynton's character.
- Preference for small developments to major new estates.
- Density would need to be suitable.
- Don't use all the areas.
- Sustainable location.
- Could bring business into the regeneration of London Road South's commercial area.
- Part of the area is boggy.
- Preservation of protected sites and footpaths.
- Natural extension of Poynton.
- Need for a master plan.
- Contrary to many objectives in the document.
- Would not achieve an integrated expansion of Poynton.
- Not deliverable.
- Indicate the location of the Listed Buildings on the maps and consider impact on them.
- Other uses: football pitches; employment; open space; nature reserve, Country Park; alternative runway.

For Site A, on which part would you rather see development focused?



Option 1: Adjacent to the Bird Estate

- Limited expansion only.
- Minimising the growth of the town's curtilage.
- Develop for housing only.
- Include affordable housing.
- Limited housing, for example 50 homes.
- Traffic congestion.
- Poor access.
- Public transport access
- Public access to Wigwam Wood.
- Disagreement with isolation from Bird Estate.
- Too close to Woodford Garden Village/Stockport border.
- Lostock Primary School is undersubscribed.
- Sustainably located
- Development could meet some needs of Adlington identified in the Parish Plan.
- Suggested uses – open space, nature reserve, football pitches.

Option 2: Adjoining Adlington Industrial Estate

- Develop for employment only.
- Query regarding amount of flooding events.
- Could cope with increased traffic/population.
- Over-subscription of High School.
- Doesn't back onto residential.
- Easy to develop new roads.
- Reasonable road access.
- Performs an economic role.
- Development could meet some needs of Adlington identified in the Parish Plan.
- Employment should have easy access to the Relief Road.
- Dependent on the Relief Road.
- Suggested uses: housing (including affordable housing), play and green areas, retail, recreation, entertainment.

Option 3: Adjoining the new Woodford Garden Village

- Keep separate from Stockport/Woodford Garden Village.
- No access from Relief Road to the Garden Village.
- Too close to the Stockport border.
- Green Belt.
- Intrudes into the countryside and forms a buffer between Adlington/Poynton and Woodford.
- Good road access.
- Need for improved road links.
- Increased traffic.
- Limit number of homes.
- Restore and protect Lostock Hall.
- Better transport links.
- Would not seem like part of Poynton.
- Maximum growth.
- Performs an environmental role.
- Dependent on the Relief Road.
- Reserved for open space/sporting/recreational uses, allotments.

Combination

- Flexible.
- Combine option 1 and 2; 2 and 3.
- Wouldn't concentrate development in any one area.

Alternative option

- Land between Adlington Industrial Estate, Woodford-Poynton Relief Road and the A523 for employment with a landmark building.

B: Land at lower Park (housing, open space, Railway car park extension)

- Access issues.
- Traffic congestion/generation issues.
- Oil pipeline issues.
- Infrastructure capacity concerns
- Close to the Railway Station, Relief Road and could be well-served by SEMMMS.
- Some disagreement with proposed housing use.
- Limited housing, for example 100, 200.
- Development needs to be in proportion with original development.
- Retain open feel – limit/appropriate housing.
- Needs to be landscaped.
- Many agree with the car park.
- Could put in road network to support extra traffic to connect with SEMMMS.
- Need good links to the transport network.
- Unsuitable location.
- Sustainable location.
- Would bridge the gap between two large housing estates – logical extension.
- A preferred site for some or once site A and brownfield are developed.
- No/retain open space.
- Need/no need for additional parking at the Railway Station.
- Low intrusion into the countryside.
- Feel like an extension of Woodford or Hazel Grove.
- Easy access to footpaths and fields, which needs to be protected.
- High flood risk area.
- Green Belt.
- Impact on Listed Buildings, which should be marked on the map.
- Tree Preservation Orders.
- Area used for recreation.
- Provides a green wedge.
- Wildlife present.
- Green buffer between Bramhall and Poynton.
- Close to town centre and primary school.
- Query regarding subsidence.
- Needs a minimum 8 metre buffer strip between the main river Poynton Brook and any development.
- Further appraisals need to be undertaken.
- Site is not deliverable.
- Other uses: agricultural, recreation.
- The boundary of the site should be amended to include a parcel of land between Lower Park Road and the properties on Woodford Road.

C: Land to the north of Vicarage Lane (housing)

- View that it would be third choice out of the sites put forward.
- View that it would be first choice for housing once brownfield sites used.
- Most sustainable location/unsustainable.
- Less impact on environment, facilities and services.
- Limited housing, for example less than 40 new homes on the site – low density.
- 40 houses are appropriate.
- Natural infill site/small development with limited impact.
- Traffic congestion/generation issues.
- Good access.
- Road junction issues.
- Easy access to road network.
- Development needs to be in proportion to original development.
- View that it's the best site for housing.
- Green Belt to remain between Poynton and Hazel Grove, it provides a natural break.
- Within walking and cycling distance of Poynton and Hazel Grove Stations.
- Respect Tree Preservation Orders.
- Protection of Green Belt.
- Wouldn't / would detract from rural views/heritage and preserves the setting and character of Poynton.
- Does not have characteristics of Green Belt.
- View SEMMMS and the Relief Road are important to the site, but is unlikely to contribute significantly to the delivery of the Relief Road.
- Close to village centre.
- Deliverable site.
- Need to investigate coal workings.
- Adjacent to a bus route.
- Bounded on all sides.
- Woodford Garden Village would make the site unnecessary.
- Natural habitat/wildlife haven.
- Would need changes to the dual carriageway.
- Greenfield.
- Wildlife.
- Left by Lord Vernon for open space.
- Impact on Listed Buildings, which should be marked on the map.
- Consider impact on Site of Biological Importance.
- Other uses: graveyard; Garden of Remembrance; cemetery; allotments; gardens; play area; exhibition; circus; extension to Poynton Sports Club; horse stabling; grazing.

D: Land to the north of Middlewood Road and east of Towers Road (housing)

- Limit number of homes – low density.
- Transport limitations at Hockley.
- Acceptable if adjacent to a potential Relief Road.

- Development needs to be in proportion to original development.
- May not change the semi-rural aspect of the town.
- Need to preserve rural/agricultural feel of the village.
- Road infrastructure issues, including access.
- Takes pressure off Poynton west.
- Traffic congestion/generation issues.
- Retain Tree Preservation Orders.
- Green Belt.
- Degrade recreation areas, which are well-used
- Well-used footpaths that need to be preserved.
- Rural views.
- Contrary to vision.
- Retain golf course.
- Need to adopt northern end of Towers Road and re-surface.
- Issues with coal workings – subsidence issues.
- Bridge housing gap on Towers Road.
- Natural habitats.
- Water problems.
- Lack of infrastructure, services and facilities.
- Safety concerns.
- Parking issues.
- Marshy land.
- Unsustainable.
- Too close to Hazel Grove.
- Oil pipeline issues.
- Landfill site issues.
- Poor public transport services.
- Accessibility issues.
- Green buffer to the settlement edge.
- Use full length of Towers Road for additional housing.
- Unlikely to contribute significantly to the delivery of the Woodford-Poynton relief road.
- Not deliverable.
- Impact on Listed Buildings, which should be marked on the map.
- Other uses: country park; hotel; community facility.

E: Land to the west of Poynton Coppice (housing)

- Green Belt.
- Does not form a buffer between Manchester and Poynton – Green Belt is extensive.
- Development needs to be in proportion to original development.
- Limited housing – too many suggested.
- Road infrastructure/traffic congestion/generation issues.
- View that development would be acceptable if brownfield supply has been exhausted.
- Good access/access issues.

- Under-utilised schools.
- Could provide a full range of market and affordable housing.
- Would take pressure off Poynton west.
- Need to preserve rural/agricultural feel of the village and views.
- Retain Tree Preservation Orders.
- Coal working issues.
- Infrastructure, service and facility capacity issues.
- Natural habitats.
- Scope for small scale housing on the edge of Waterloo Road and Coppice Road.
- Area of natural beauty.
- Need to consider the impact on the Site of Biological Importance.
- Safety concerns.
- Area used for recreation and contains footpaths, which should be protected.
- Maintain agricultural use.
- Parking issues.
- Poor public transport provision.
- Unlikely to contribute significantly to the delivery of the Woodford-Poynton relief road.
- Effect on water run-off and collection.
- Site is not available.
- Underground water.
- Should be in line with the Vision.
- Other uses: country park.

F: Land to the south of Dickens Lane (housing)

- Road infrastructure/traffic generation/congestion issues.
- Roads could cope with additional traffic.
- Near to the High School.
- Green Belt
- Does not form a buffer between Manchester and Poynton– Green Belt is extensive.
- Limited development, for example less than 50 homes.
- Infill at old farm.
- Development needs to be in proportion to original development.
- Detrimental effect on the countryside.
- Area used for recreation and contains footpaths, which should be protected.
- View that development would be acceptable if brownfield supply has been exhausted.
- Could provide a full range of market and affordable housing.
- Accessible/poor access to the town centre.
- Develop only as far as Waterloo Road.
- Close to employment.
- Smaller site and therefore less impact.
- Would take pressure off Poynton west.
- Woodford Garden Village would make the site unnecessary.
- Wildlife habitats.

- Safety concerns.
- Rural setting and views.
- Infrastructure/services/facilities capacity issues.
- Preservation of agricultural land.
- Poor public transport service.
- Unlikely to contribute significantly to the delivery of the Woodford-Poynton relief road.
- Unsustainable.
- Effect on water run-off and collection.
- Safety concerns.
- Too close to Adlington.
- Impact on Listed Buildings, which should be marked on the map.
- View to develop western part of the site only.
- Undeliverable.

G: Land to the east of Poynton Industrial Estate (employment)

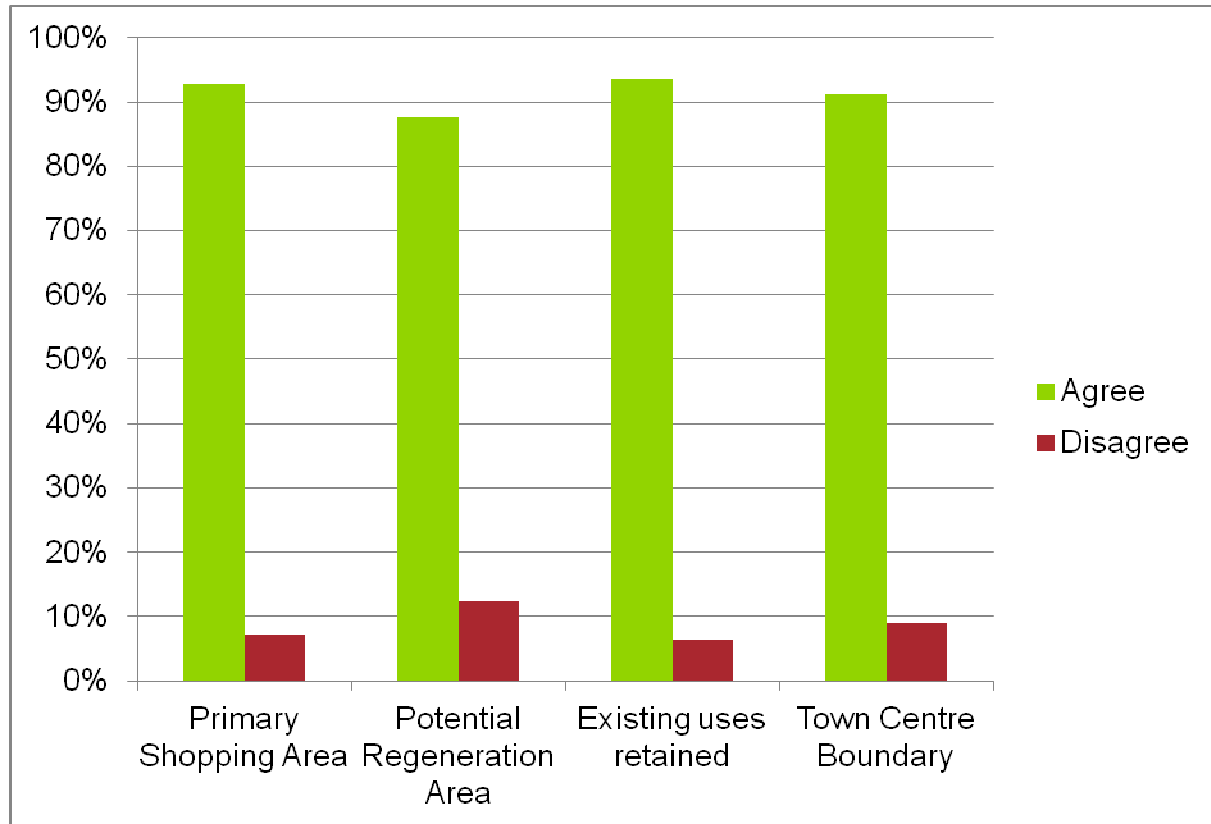
- Green Belt
- Does not form a buffer between Manchester and Poynton.
- View that development would be acceptable if brownfield supply has been exhausted.
- View that development would be acceptable if the relief roads were built.
- Should be at a smaller scale – site is too big.
- Low rise development.
- Brings jobs to the area.
- Would need a buffer between it and housing.
- Access issues - consider a second access road.
- View that the site is acceptable if there is a demand.
- Suggest light industrial.
- Need to consider noise and environmental pollution.
- Road infrastructure/traffic congestion/generation issues
- Effect on countryside.
- Would take pressure off Poynton west.
- Vacant buildings on existing estate.
- Concern regarding the visual impact of buildings.
- Contrary to the Vision.
- Loss of village identity.
- Wildlife habitat.
- No need as site A could be used.
- Unsustainable.
- South of G should be better.
- Area used for recreation.
- Impact on Listed Buildings, which should be marked on the map.
- Should be a minimum 8 metre buffer strip between the main river Poynton Brook and any development.
- Other uses: agricultural

Q4. Additional sites (in the Borough and not already in the draft Strategy)

Site	Proposed Use
Vernon Infants School.	Housing
Park Lane, beyond working men's club.	Housing
Field at back of Fire Station car park.	Housing
Pub on London Road and office building on Queensway corner.	Housing
Land at Middlewood between Hilton Road and Pool House Road and in front of Hawthorn Road.	Housing
Area of land directly to the south of the existing industrial estate (next to area G), bordering the main road and railway line.	Employment
Expansion of Adlington Industrial Estate around a new link road.	Employment
Land at Lower Park Road, Poynton.	
Land on London Road North, going towards Fiveways and Hazel Grove.	Mixed use
Land to rear of Brookside Garden Centre.	Mixed use
Land to the east of London Road South, Poynton.	Mixed use
Land to the east of Waterloo Road.	Mixed use
Land to the north of Poynton along London Road.	Mixed use
Land to the rear of 33 Lostock Hall Road and to the side of Squirrels Chase, Lostock Hall Road.	Housing
London Road North.	Mixed use
Old Co-op shop, Coppice Road.	Housing
Plot 15b and 15c, adjacent to the east of Adlington Industrial Estate, Poynton SK10 4NL	Employment
Poynton Industrial Estate	Mixed use
Poynton Sports Club, London Road North.	Housing
The old tip near to Davenport Golf Course.	Housing
Area around site C.	Housing
Wigwam Wood/Hazelbadge.	Housing
Land to the west of London Road North and the north of Glastonbury Drive.	Mixed use

Q5. Potential Town Centre Areas and Town Centre Boundary

Do you agree or disagree with the potential Town Centre Areas and Town Centre Boundary?



Primary Shopping Area

- Additional free car parking including disabled behind Park Lane shops.
- Need public transport improvements, for example a shuttle bus.
- Doesn't need to be expanded.
- Support the expansion.
- Need to maintain the existing nature of Poynton.
- Need to consider changes/improvements to shop fronts for example around Queensway.
- Need a greater variety of small shops – no more supermarkets.
- Suggestion of the pedestrianisation of Park Lane.
- May need to be reappraised if any significant additional demands for increased retail presence in the town arise.
- Encouragement of eating and drinking establishments.
- Eastern side of London Road South is now already re-developed as Primary Shopping area.
- Reconsider the areas immediately to the west of London Road South and north and south of Queensway.
- Include School Lane shops.
- Include the shops by the Fire Station.

Potential Regeneration Area

- Support/disagreement with hotel.
- Disagreement with a chain hotel.
- Support retention of the cinema's facade.
- Support reopening of the cinema.
- Disagreement with conservation of former cinema.
- Caveat for cinema's facade - to remain unless this would prejudice the comprehensive redevelopment of land west of London Road South.
- View to retain a petrol station.
- Encouragement of bars and bistros.
- Support residential uses above retail –suggested caveat of 'wherever possible'.
- Disagreement with retail
- Support and disagreement for a supermarket.
- Prioritise the area to the west of London Road.
- Development need to be in keeping with the existing nature of the town centre.
- Disagreement with offices.
- Vacant shops need to be filled before building more.
- East side of London Road South is already acceptable.
- Designate as a Conservation Area - Brookfield cinema, Graham's Row opposite; Almshouses, 2-4 London Road South.
- Policies should be flexible to allow change of use where commercial opportunities arise.
- Suggestion of reduced traffic flow, with a relief road along St George's Road and account to be taken of Woodford-Poynton Relief Road.
- Need to take existing business's wishes into consideration.
- Extend the shared space scheme to Queensway.
- Reuse of cinema as retail, business, leisure, non-residential institution; a hotel; climbing centre/sports facility with cafe; housing/apartments; youth club.
- Reuse of Brookfield Hydro building as a hotel.
- Need easy and safe pedestrian and cycle routes between the two Primary Shopping Areas.
- Proposals may not be deliverable as there is a limited quantum of land.
- Suggestion of splitting the Potential Regeneration Areas into two (land east and west of London Road South – different long term objectives.
- Retain the terraced housing on London Road South.
- Other uses: facilities for young people, for example cinema; recreation centre; housing; multi-use venue/community space; retired housing; bowling; crafts; theatre; exhibition space; Garden of Remembrance; public realm/open space.
- Other Potential Regeneration Areas: Vernon Infants School site and Poynton Community Centre, shops at Chester Road/London Road North roundabout; land to the west of London Road South and north and south of Queensway, including Sovereign building and the pub.

Existing Uses Retained

- Improve Civic Hall/Library area to include toilets and nappy change facility.
- Encourage residential uses close to the centre.

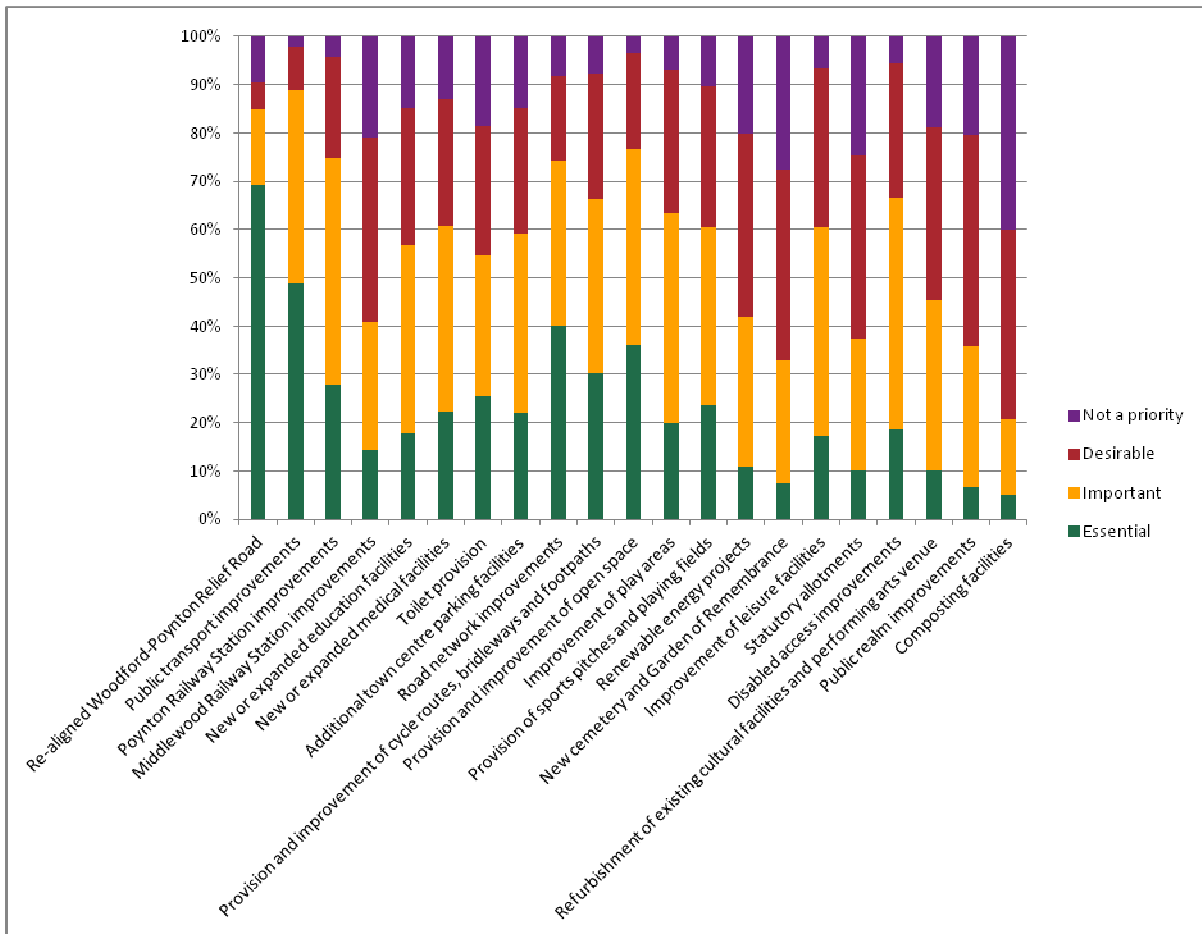
- View that Kingfisher pub could be a Potential Regeneration Area.
- Use of Kingfisher pub site as a Queensway car park extension.
- View all areas are subject to change to survive. Historical buildings are to be retained for consistency but development opportunities should be seized upon when they become available.
- Other uses: retirement accommodation; shopping centre; housing

Town Centre Boundary

- View that a moderate extension of the boundary would be acceptable.
- Other inclusion: School Lane shops; Vernon Infants School site; George Road West/East; further along Park Lane to include the shops near the Fire Station; Working Men's Club; triangle of Park Lane/Bulkeley Road, Clumber Road; social centre; community centre.
- View that the boundary should not encroach on the Cricket Ground
- The boundary is too small.

Q6. Infrastructure Priorities for Poynton

What level of priority should be given to the Infrastructure Priorities identified?



Other priorities (infrastructure related)

- Provision of cycle lanes, tracks and warning signage with cycle parking bars for security.
- Bus infrastructure with their timetables integrated with the railway infrastructure.
- Sports arena in a hanger.
- Pedestrianisation of Park Lane.
- School buses.
- Road and path levelling and resurfacing works.
- Relocation of tip to industrial area.
- Reduce street lighting.
- Street lighting outside the town centre, for example Dickens Lane and Coppice Road.
- Vandal proof dog and litter bins.
- Pavement on Dickens Lane before Waterloo Road.
- Outdoor theatre on Poynton Park for example.
- Public space on the Bird Estate.
- Remove sleeping policemen on Clifford Road.
- A direct connection to the A523 and or the A5419 for new development.

- Traffic lights at Dickens Lane A523 junction.
- Review of double roundabout effectiveness at Park Lane/A523 junction.
- Community growing projects and education.
- Bus stops to be pull-ins.
- Waste disposal facilities.
- Enhanced recycling facilities.
- Review of the centre remodelling.
- Improvement of telephone, gas, electric, water, sewer and drainage systems.
- Installation of CCTV.
- Off road parking at top end of Park Lane, for example part of Hockley Playing Fields.
- Community facilities associated with the diverse range of faith groups across East Cheshire - particularly in terms of places of worship and meeting halls.
- High speed broadband.
- Cycleway from Aerodrome to Poynton High School and Park Lane Shops.
- Build a new footbridge over the A523 parallel to the Poynton Brook road bridge.
- Upgrade the existing path along Poynton Brook up to the high school.
- Youth leisure facilities.
- Safety improvements to Dickens Lane, Waterloo Road and Park Lane.
- Footpath over the railway bridge at Woodford Road.
- Provision of benches.
- Signage of one-way streets.
- Supervision at play areas/sports pitches/playing fields.
- Street and hedgerow cleaning.
- Drop kerbs.
- Trees, hanging baskets.

Q7. Additional comments (not made elsewhere)

- More justification required regarding housing need and district wide distribution and all the options plus results of joint working with neighbouring authorities over housing numbers.
- Concerns regarding loss of accessible countryside/Greenfield sites and spaces around Poynton generally.
- No “white land” in Poynton.
- Concerns regarding impact of SEMMMS on character of Poynton.
- Need link between demographic information and services/community facilities provision; who do we want to live work and visit the town; support for leisure facilities and link to hotel provision.
- Address health and well-being - sport and recreation facilities to be looked at in accordance with the National Planning Policy Framework.
- May be need for new or expanded medical facilities.
- Importance of allotments for community activities; need for statutory provision.
- Concerns regarding maintenance of streets, leisure facilities and playing fields.
- Protection of wooded areas particularly ancient woodland.

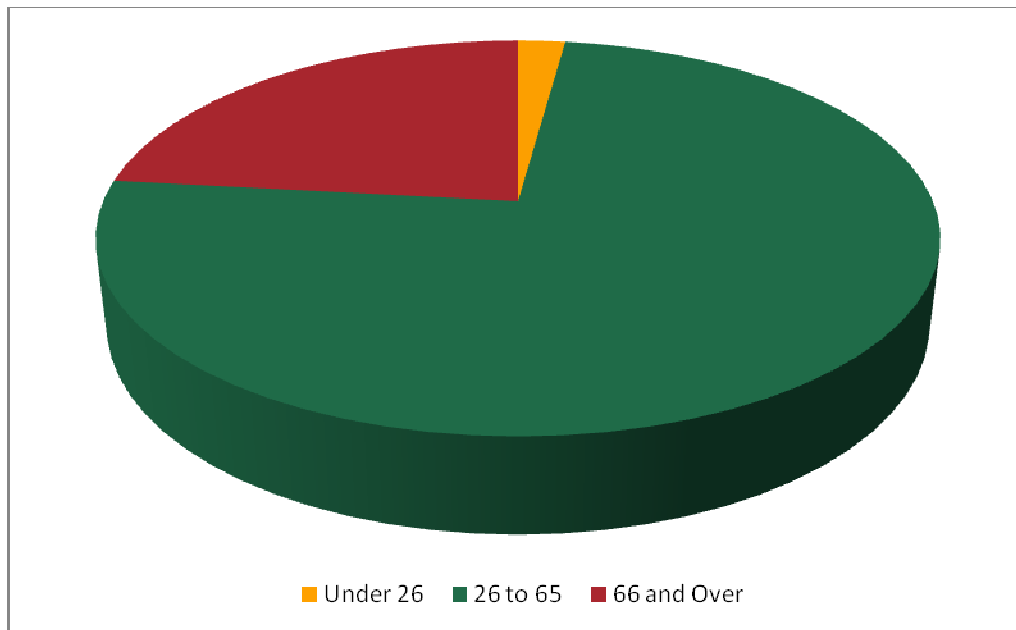
- Identify local heritage assets as part of the town strategy work; some suggestions regarding important buildings and new conservation areas.
- Need to protect agricultural land for food production.
- Need for integrated transport – rail and bus.
- Major problem paucity of regular public transport for commuters.
- Any new housing must have access to A523 or SEMMMS.
- Infrastructure to be in place before new housing.
- Concern regarding maintenance/management charges associated with some housing for the elderly.
- New homes to have solar panels; encourage renewable energy.
- Need for start-up units for businesses.
- Easier change of use to encourage more restaurants.
- Some poorly designed buildings spoil the street scene.
- Use Vernon Infant School as a community building.
- Query effectiveness of shared surface scheme.
- Need to investigate surface water drainage systems from industrial estates and combined sewer overflows plus effects of any new development; ensure no adverse impact on water quality; enhance habitats and create new ones; river corridors – huge potential for enhancement and integral to green infrastructure within Borough; need for effective co-ordination of water environment policy in accord with the Water Framework Directive.
- Need to consider and manage climate change, flood risk, water resources – water supply and treatment, waste water – sewerage system and treatment; capacity issues; present and future infrastructure requirements and impacts on health and well-being, the environment and the community in general.
- Poynton has a coal resource.
- Make it easier to find survey on-line; problems regarding responding regarding two people – same address, same e-mail.
- Consultation not well advertised and too complex.
- An excellent well prepared document.
- Adlington Parish Council should be included more in future discussions regarding Poynton.
- Some conflict with Poynton with Worth Parish Plan (2006) and Poynton Supplementary Planning Document (2007) regarding Woodford aerodrome.
- Need for a public vote; need for panel to present what is actually proposed.
- Do better in Poynton regarding planning; more money to go to Poynton.
- Majority of development should be in Crewe.

Draft Sandbach Town Strategy: Summary Report of Consultation

Overall Response

A total of 263 representations were received on the draft Sandbach Town Strategy along with one petition with 152 signatories.

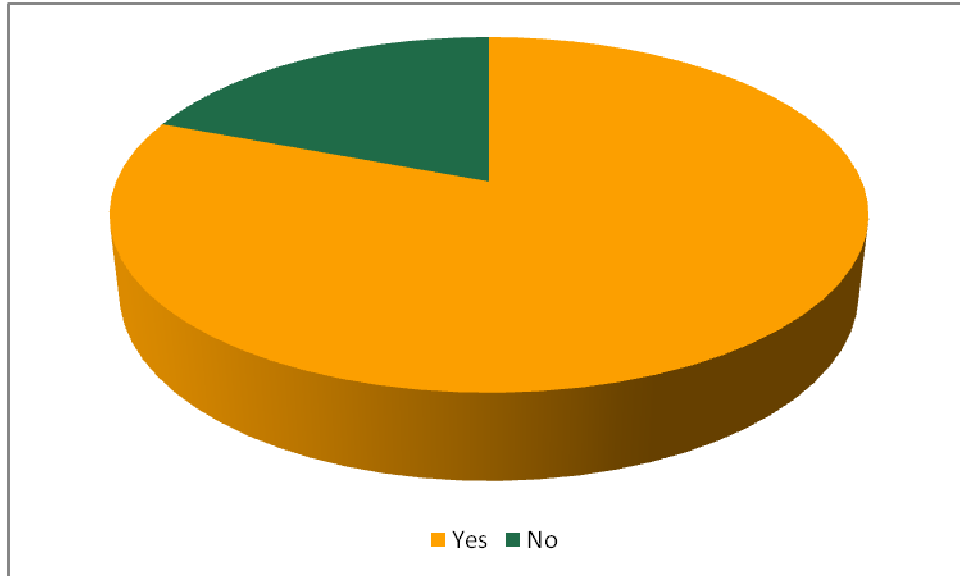
Of the 185 respondents who entered their age details, 2% of people who took part in the consultation were under the age of 26; 75% were aged 26 to 65 and 23% were aged 66 and over.



Q1 Vision

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

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



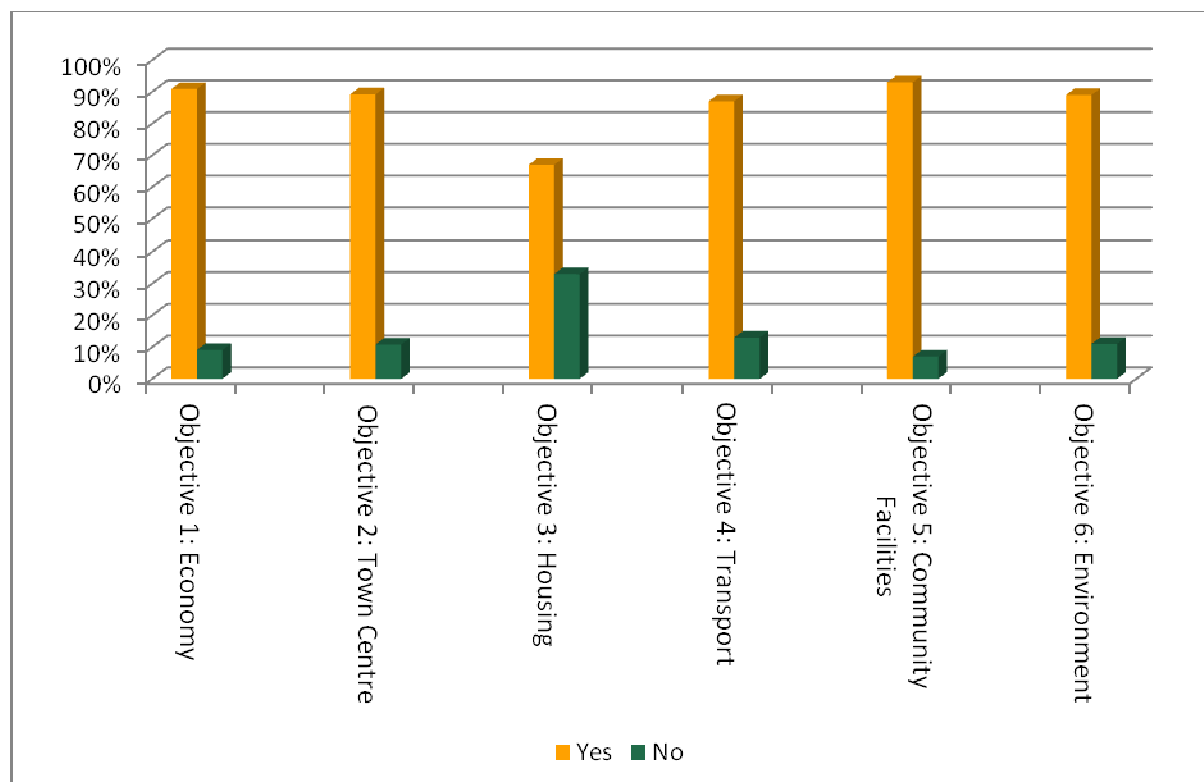
Key themes from the consultation:

- Importance of providing an environment for the many local high-school students
- Emphasise the importance of the town's market town history and its heritage
- Some recognition of the need for appropriate growth and development, balanced with the need to maintain quality of life and provide employment
- Role of Sandbach as a market town is queried: what is the real role of Sandbach?
- Some support for employment in order to make the town sustainable and less of a 'dormitory'
- There should be a stronger environmental element including reducing car use and providing spaces for nature
- Some support for housing growth
- The vision, which promotes growth, contradicts the content which seeks to maintain the status quo
- Highlight the need for a strong focus on design and sustainable communities
- The town needs to attract and retain young, aspirational, working people and families in order to draw in new employers.
- Wider role of Sandbach in Cheshire East
- Insert links to the National Planning Policy Framework
- Remove the reference to 'growth': Sandbach is overdeveloped in terms of private housing and any growth would amount to 'suburban sprawl'
- Reservations about the realistic economic impact of tourism
- The vision should seek 'safe, healthy, educated and stable communities'

Q2 Objectives

Do you agree with the Objectives in the draft Sandbach Town Strategy?

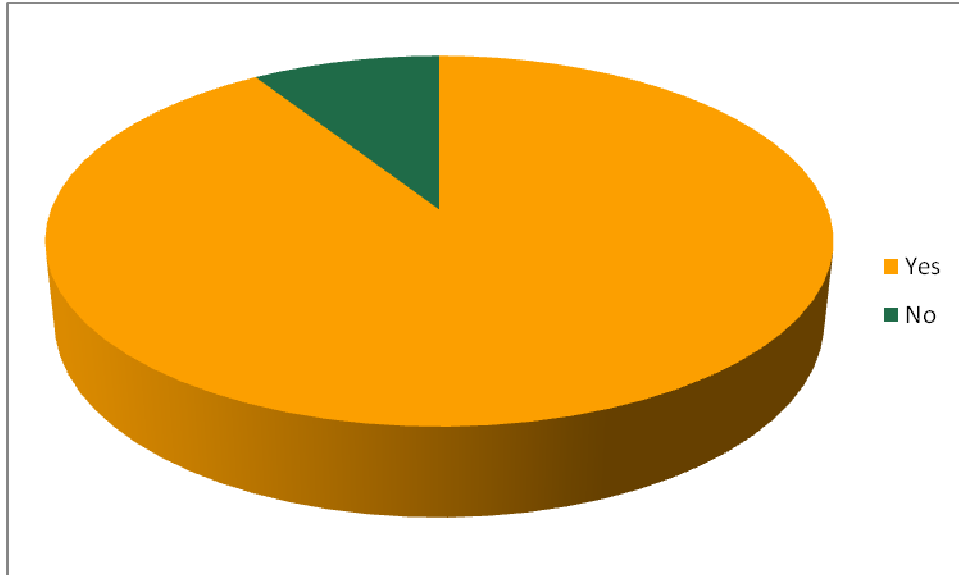
- 79% of respondents answered Objective 1 (Economy), 81% Objective 2 (Town Centre), 83% Objective 3 (Housing), 75% Objective 4 (Transport), 80% answered Objective 5 (Community Facilities) and 81% answered Objective 6 (Environment).



1 Economy

Do you agree with the Economy Objective as set out in the draft Sandbach Town Strategy?

- 79% of respondents answered this question
- Yes (91%); No (9%)



Key themes from the consultation:

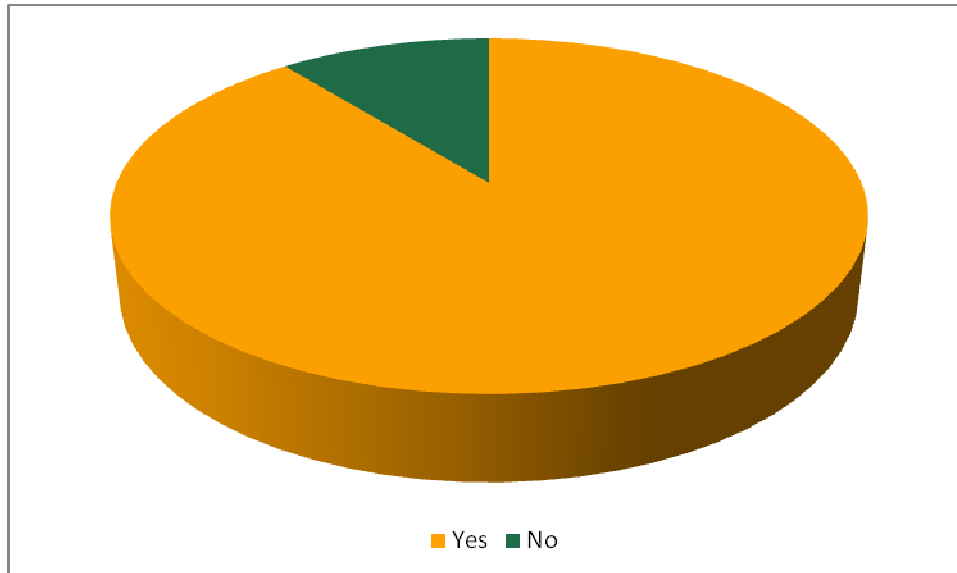
- How are 'adequate supply' and 'suitably located' defined? 'Measured growth' should be quantified.
- Employment uses should be suitably located: greenfield sites must be protected
- Vacant properties should be evaluated before new sites are developed
- New business growth should be organic and not through large scale industry in order to protect town character
- Take greater advantage of proximity to the M6
- Mixed views on tourism: some support due to increased local spending, whereas other respondents do not view Sandbach as a tourist attraction and see investment in this sector as a waste
- Support for adequate employment land supply in order to sustain the existing inhabitants, reduce out-commuting and better balance housing and employment needs. Loss of existing employment land supply to housing has undermined the town's planned employment growth
- Objectives should be extended to include all forms of economic development rather than solely the traditional employment uses
- Generic growth approach is unrealistic
- The importance of economic growth as the driver for future prosperity is not emphasised enough
- Support and opposition to the relocation of the Sorting Office, principally due to accessibility to non-drivers.

- Why does the Sorting Office relocation form part of the Strategy? How does its current location inhibit Objective 1?
- Encourage high-speed fibre optic internet and wireless connectivity to attract businesses.
- The demand for employment land is overstated.
- There is a need for part-time/job share employment for young families
- Attract businesses such as bio-crops and solar panel farms to make Sandbach more self-sufficient in energy terms
- Remove reference to 'facilities for touring caravans' and replace with cycling or campsite.
- Support for and opposition to the marina and the promotion of the canal
- Remove reference to provision of additional employment land, as there is already sufficient
- Additional employment land should not be out-of-town
- Carry out an assessment of the current employment land
- Protect farmland and the rural economy from development
- The town's weakening economic position must be addressed, as must the opportunities arising from the wide range of development sites

2 Town Centre

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

- 81% of respondents answered this question
- Yes (89%); No (11%)



Key themes from the consultation:

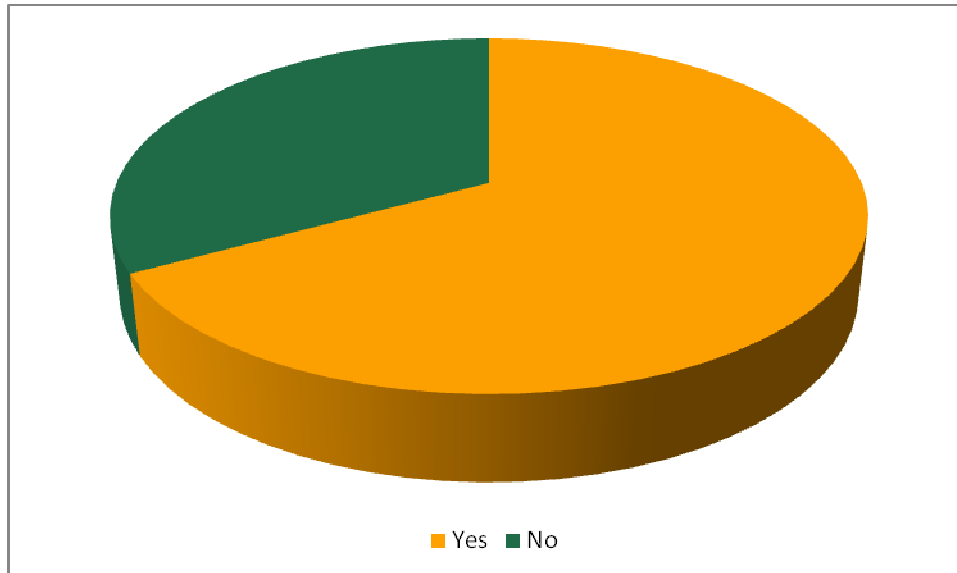
- Develop and maintain the retail element of the town centre's role
- Too much focus on accessibility: it should not compromise historic features such as cobbles
- Town markets, consistent with the market town vision, should be part of the objective, not solely part of the strategy.
- Support for local retailers
- Town centre appearance must be improved if visitors are to be attracted
- It is not clear how the town centre objectives will be achieved through the proposals
- The town centre does not need changing
- Support for short-stay, free, additional parking near shops, although there is also a recognition that charges may reduce short car journeys and fund car park maintenance
- Replacement of Commons Car park has already been investigated and found not to be viable
- Despite some support, there is also opposition to the relocation of the market to Market Square due to its lack of parking, accessibility and smaller size which would downsize the market
- Support for modernisation and promotion of the market, potentially through relocation to High Street or to a purpose-built indoor facility
- Support for and opposition to reinstatement of village green at the Commons. Opposition is based on the proximity of Sandbach Park, the cost, the loss of the transport festival, and the risk of anti-social behaviour.
- Some opposition to the reference to national retailers

- Encourage a pavement cafe culture to discourage the drinking culture which deters visitors to Sandbach on Friday and Saturday nights
- Caution with regard to the residential use of town-centre upper floors, with regard to parking and safety issues
- There is a need to increase the amount and quality of retail provision in Sandbach, including the additional convenience floorspace requirement noted in the Cheshire Retail Study Update
- There are limited in-centre sites to achieve retail growth. Sustainable out-of-centre sites may be required.

3 Housing

Do you agree or disagree with the Housing Objective in the draft Sandbach Town Strategy?

- 83% of respondents answered this question
- Yes (67%); No (33%)



Key themes from the consultation:

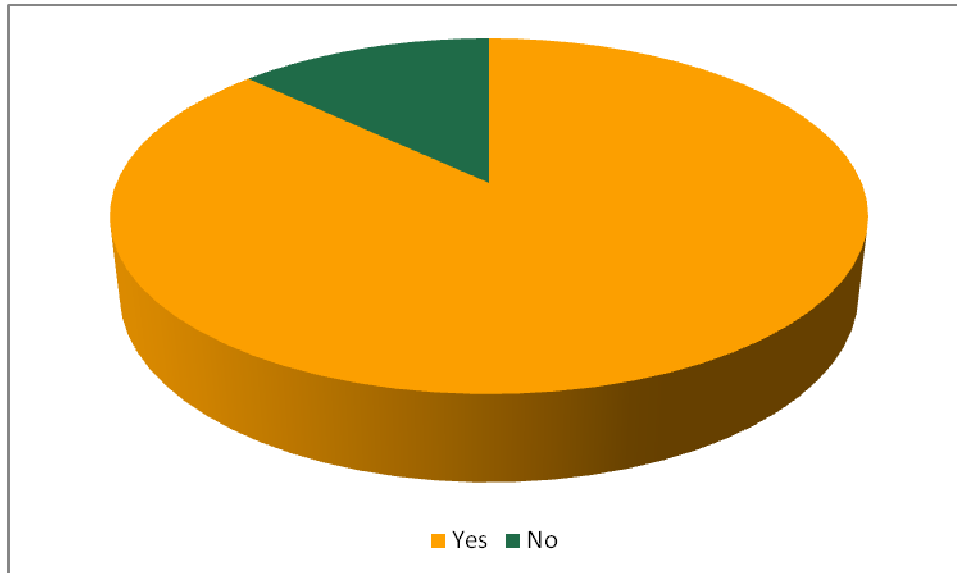
- General recognition that more housing is required.
- Should include a reference recognising that new housing is required to support economic growth
- Should refer to meeting housing need
- Concern that housing growth will make Sandbach into a dormitory town, and will be inconsistent with its character.
- Housing for 'everyone' should be restricted to existing residents
- Impact on congestion
- Concern that this objective will be viewed by developers as a licence to build low-quality, energy-inefficient houses
- Insert an additional objective on raising the energy efficiency of existing houses
- Prioritise design
- Brownfield emphasis, with a suggestion that 70% of new housing should be located on brownfield sites
- Schools, shops and other facilities should be within walking distance, with good access to jobs, key services and infrastructure in order to meet the government's objectives of creating mixed and sustainable communities.
- Should reference the need to locate and deliver sustainable new housing: without this, the strategy conflicts with National Planning Guidance
- 950 homes are too many, exceeding the concept of a sustainable growth. How has the figure been derived?

- Large increases in the number of new homes would only be justified if local employment opportunities were improved.
- 950 homes are too few. Identified housing need indicates there should be around 3,200 additional homes in Sandbach. This figure would meet the objectives of the Council's Economic Strategy
- A mix of housing types and tenures are not required on every development
- Include the amount of new schools, leisure and health facilities and where they would be located
- Support for and opposition to mixed housing and employment sites

4 Transport

Do you agree with the Transport Objective in the draft Sandbach Town Strategy?

- 75% of respondents answered this question
- Yes (87%); No (13%)



Key themes from the consultation:

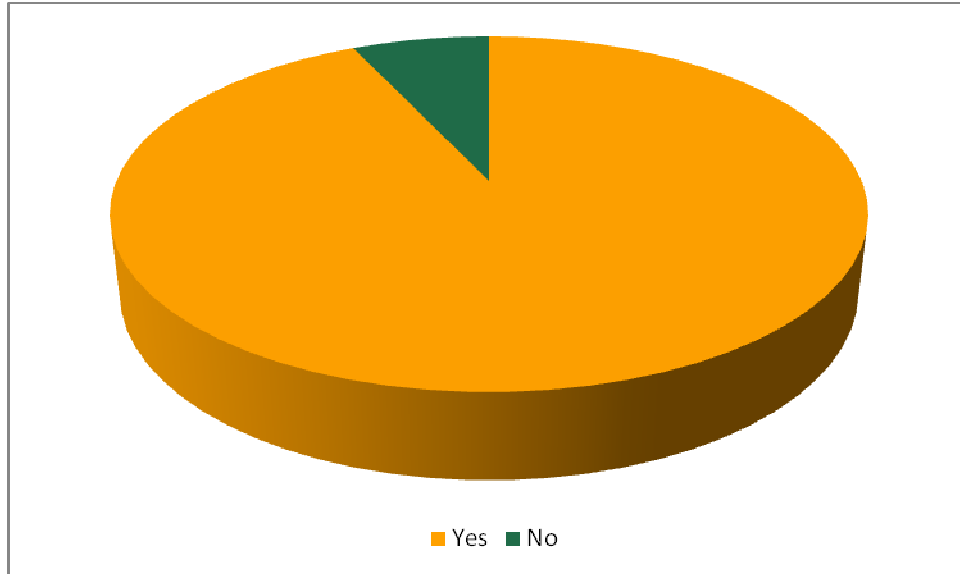
- Differing views on the extent to which car use should be reduced, and the level of satisfaction with existing public transport
- Strengthen the facilities for pedestrians, cyclists and public transport including provision of a better cycle route within and between towns
- Do not develop further facilities for the private motorist
- The objective of an 'Integrated Transport System' is vague
- Vulnerable road users should not be given priority in every location
- Reference speed limit reduction
- Enable reduced environmental impact of transport eg discourage use of single-occupant fossil-fuelled vehicles; incentivise low-carbon technologies
- Our transport infrastructure has regular buses and a train service to all areas: additional transport will cause problems.
- Transport is a major need which is massively underresourced: it is currently impractical to travel by public transport to Nantwich
- We are a car-based society. Achieving the objective will be demanding and complicated. Concern that the draft document contains a reactionary response, whereas Sandbach requires a strategic, integrated strategy which responds to the planned housing growth.
- The objective requires a massive change in national policies.
- Reduce congestion
- Support for improvements of Junction 17 as it is 'dangerous'
- Support and opposition for the park-and-ride and shuttle bus options, with opponents believing the scale of Sandbach does not support these initiatives

- Support for railway station improvements including disabled access, covered cycle parking.
- Mixed views on additional station car parking; traffic calming; pedestrianisation; car sharing car park;
- Support for a review of the amount of traffic through the town centre, with reverse one-way systems and short-term parking recommended.
- Add a reference to a northern bypass for the town

5 Community Facilities

Do you agree with the Community Facilities Objective in the draft Sandbach Town Strategy?

- 80% of respondents answered this question
- Yes (93%); No (7%);



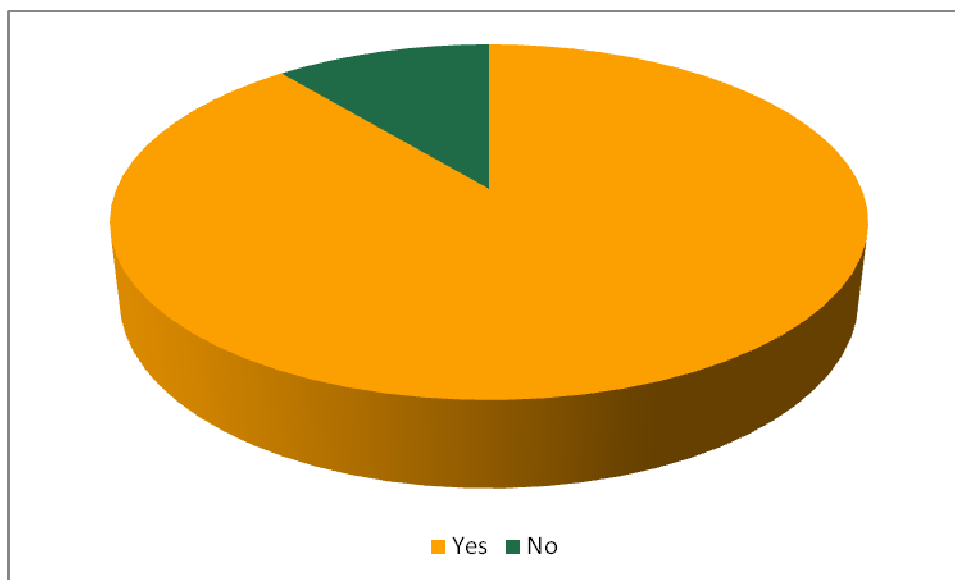
Key themes from the consultation:

- Contrasting opinions on the need for new facilities and the extent to which accessibility is important
- Cost is relevant to this objective as resources are not finite
- Remove reference to the village green
- Support reference to safeguarding the park
- Promote learning and attract business through a focus on computer equipment, classrooms and high-speed fibre-optic internet
- Some support for a tunnel crossing for the A34, although an opposing view sees this as poor value for money
- Support for more leisure facilities, particularly where these would benefit schools and share resources with existing leisure facilities
- Suggest reallocate relevant sub-themes from community facilities to environment and transport
- Development of new footpaths and cycle routes can be less costly if incorporated with edge of town housing/commercial developments
- Add reference to allotments
- Make reference to what facilities are required and the needs from which they have been derived
- Support reference to encouragement of venues for concerts
- Support for and opposition to provision of youth facilities, including a query as to whether such facilities would be used
- Add reference to provision of facilities for older people due to the ageing population

6 Environment

Do you agree with the Environment Objective in the draft Sandbach Town Strategy?

- 81% of respondents answered this question
- Yes (89%); No (11%);



Key themes from the consultation:

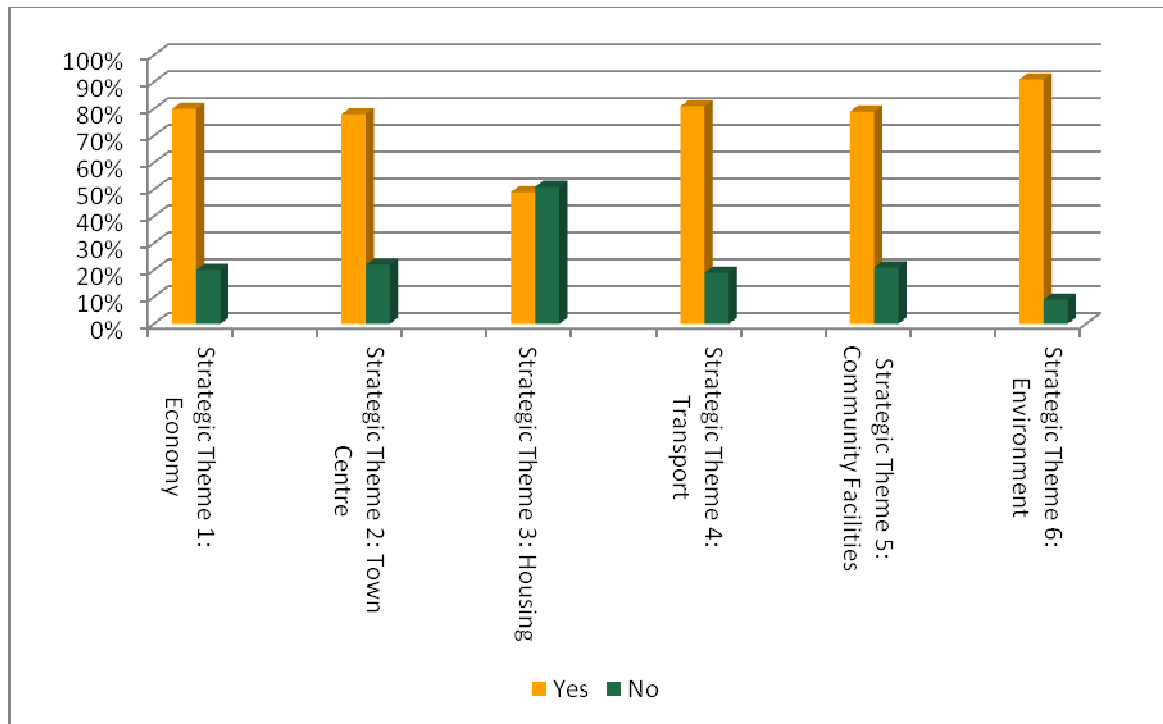
- Contrasting views on 'brownfield first'. It is essential in order to protect open spaces, ecology and the semi-rural character of the town. Others advise caution or removal of the 'brownfield first' reference, as it results in the loss of employment land, the displacement of existing uses onto greenfield sites, and deliverability problems inherent to brownfield sites such as site clearance
- Appropriate greenfield development following the principles of the Garden City Movement
- Deliverability should not adversely affect local air quality. Development should reduce the need to travel or incentivise low carbon transport modes
- Cost-effectiveness and availability to all are key
- Contrasting views on renewable energy. Respondents state it should not be a priority; it should be promoted; and it should be encouraged 'where suitable and financially practical'
- Protect key green space, particularly to stop Sandbach/Wheelock merging with Elworth/Ettiley Heath. However, one respondent states that there is little or no evidence that Elworth or Ettiley Heath have distinctive identities which merit separation.
- The objective will have limited impact. A more pro-development strategy would yield greater environmental gains such as extended wildlife corridors and parkland
- Preserve historic character
- Protect the countryside and open green spaces including Arclid Brook
- There needs to be more definition of the plan-specific ideas that need developing rather than loose overarching statements eg community allotments, planting new woodland

- A much stronger statement identifying specific areas of green space to be protected is required
- Need to redefine areas of land identified as wildlife corridors; emphasise their importance; and safeguard the adjacent land
- Solar panels or wind turbines should not be allowed in the Town Centre Conservation Area
- Local landscape designations or other restraints on development should be avoided in line with national guidance. There should be a distinction between spaces with a clear public role and that which has no structural or public function

Q3 Strategy

Do you agree with the Strategy as set out in the draft Sandbach Town Strategy?

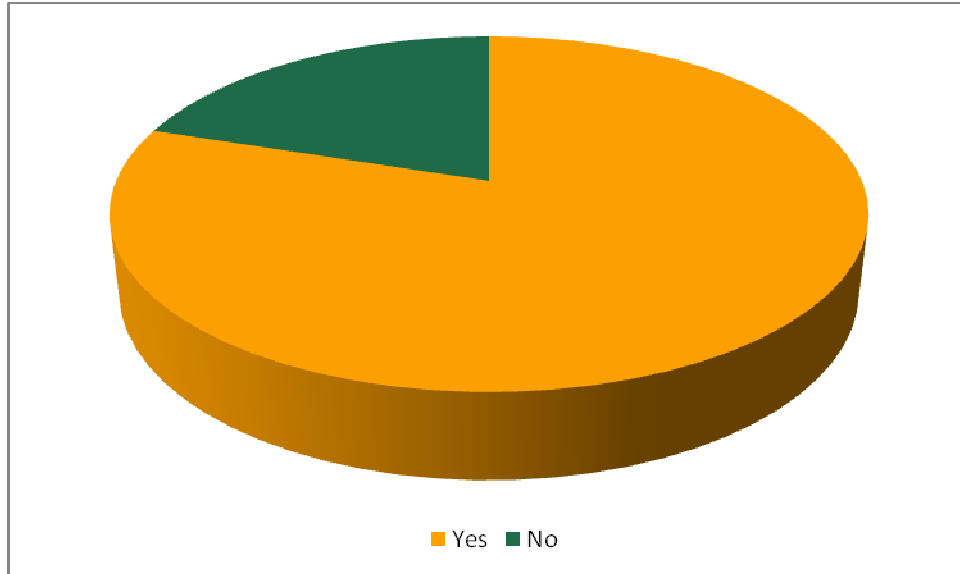
- 80% of respondents answered Theme 1 (Economy), 78% Theme 2 (Town Centre), 80% Theme 3 (Housing), 71% Theme 4 (Transport), 76% Theme 5 (Community Facilities) and 78% Theme 6 (Environment)



1 Economy

Do you agree with the Economy Theme in the draft Sandbach Town Strategy?

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



Key themes from the consultation:

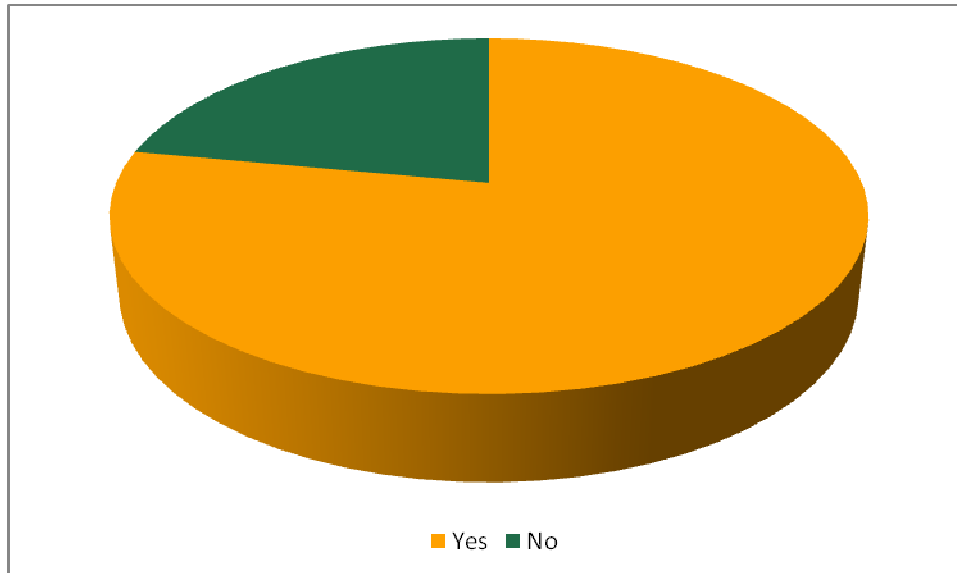
- How are 'adequate supply' and 'suitably located' defined? 'Measured growth' should be quantified.
- Employment uses should be suitably located: greenfield sites must be protected
- Vacant properties should be evaluated before new sites are developed
- New business growth should be organic and not through large scale industry in order to protect town character
- Take greater advantage of proximity to the M6
- Mixed views on tourism: some support due to increased local spending, whereas other respondents do not view Sandbach as a tourist attraction and see investment in this sector as a waste
- Support for adequate employment land supply in order to sustain the existing inhabitants, reduce out-commuting and better balance housing and employment needs. Loss of existing employment land supply to housing has undermined the town's planned employment growth
- Objectives should be extended to include all forms of economic development rather than solely the traditional employment uses
- Generic growth approach is unrealistic
- The importance of economic growth as the driver for future prosperity is not emphasised enough
- Support and opposition to the relocation of the Sorting Office, principally due to accessibility to non-drivers.
- Why does the Sorting Office relocation form part of the Strategy? How does its current location inhibit Objective 1?

- Encourage high-speed fibre optic internet and wireless connectivity to attract businesses.
- The demand for employment land is overstated.
- There is a need for part-time/job share employment for young families
- Attract businesses such as bio-crops and solar panel farms to make Sandbach more self-sufficient in energy terms
- Remove reference to 'facilities for touring caravans' and replace with cycling or campsite.
- Support for and opposition to the marina and the promotion of the canal
- Remove reference to provision of additional employment land, as there is already sufficient
- Additional employment land should not be out-of-town
- Carry out an assessment of the current employment land
- Protect farmland and the rural economy from development
- The town's weakening economic position must be addressed, as must the opportunities arising from the wide range of development sites

2 Town Centre

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

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



Key themes from the consultation:

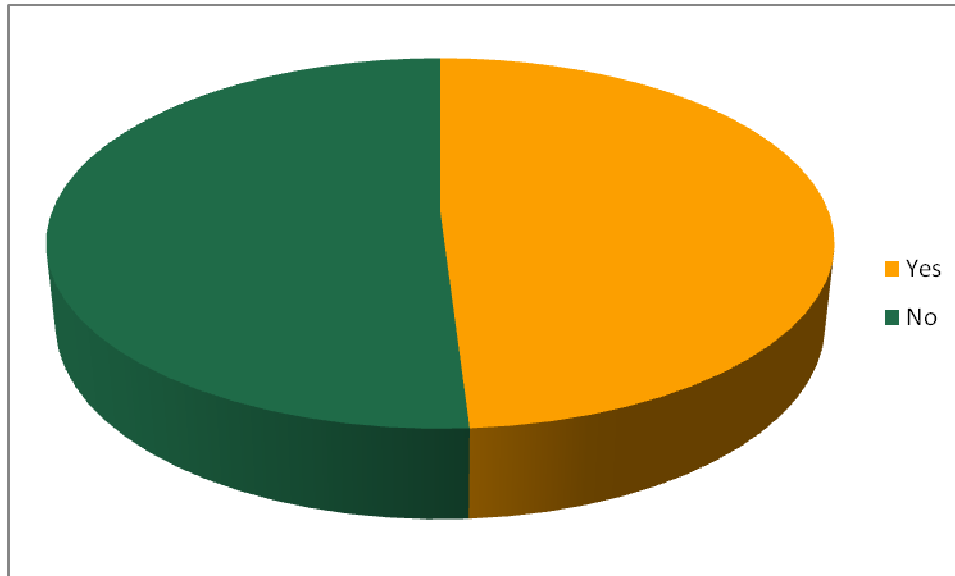
- Develop and maintain the retail element of the town centre's role
- Too much focus on accessibility: it should not compromise historic features such as cobbles
- Town markets, consistent with the market town vision, should be part of the objective, not solely part of the strategy.
- Support for local retailers
- Town centre appearance must be improved if visitors are to be attracted
- It is not clear how the town centre objectives will be achieved through the proposals
- The town centre does not need changing
- Support for short-stay, free, additional parking near shops, although there is also a recognition that charges may reduce short car journeys and fund car park maintenance
- Replacement of Commons Car park has already been investigated and found not to be viable
- Despite some support, there is also opposition to the relocation of the market to Market Square due to its lack of parking, accessibility and smaller size which would downsize the market
- Support for modernisation and promotion of the market, potentially through relocation to High Street or to a purpose-built indoor facility
- Support for and opposition to reinstatement of village green at the Commons. Opposition is based on the proximity of Sandbach Park, the cost, the loss of the transport festival, and the risk of anti-social behaviour.
- Some opposition to the reference to national retailers

- Encourage a pavement cafe culture to discourage the drinking culture which deters visitors to Sandbach on Friday and Saturday nights
- Caution with regard to the residential use of town-centre upper floors, with regard to parking and safety issues
- There is a need to increase the amount and quality of retail provision in Sandbach, including the additional convenience floorspace requirement noted in the Cheshire Retail Study Update
- There are limited in-centre sites to achieve retail growth. Sustainable out-of-centre sites may be required.

3 Housing

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

- 80% of respondents answered this question
- Yes (49%); No (51%)



Key themes from the consultation:

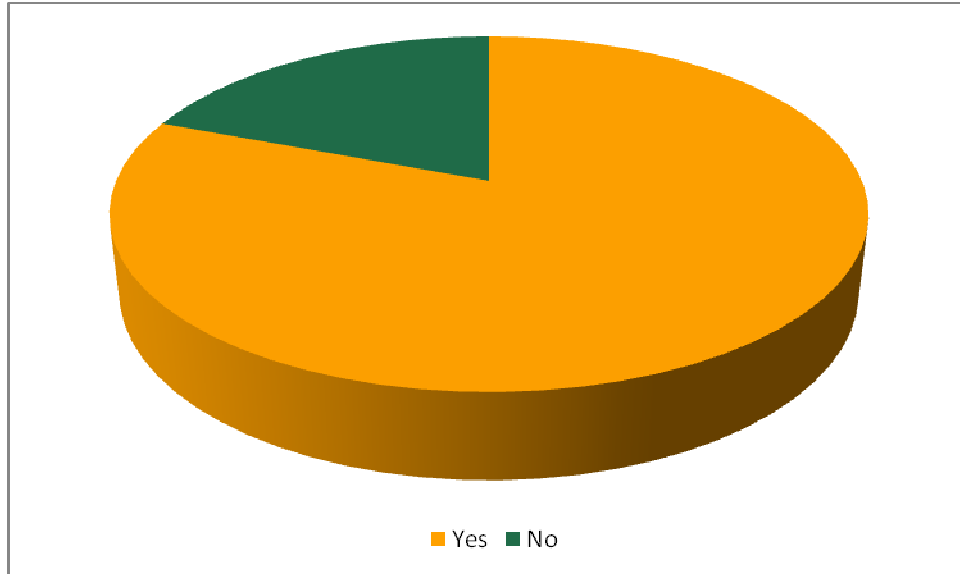
- General recognition that more housing is required.
- Should include a reference recognising that new housing is required to support economic growth
- Should refer to meeting housing need
- Concern that housing growth will make Sandbach into a dormitory town, and will be inconsistent with its character.
- Housing for 'everyone' should be restricted to existing residents
- Impact on congestion
- Concern that this objective will be viewed by developers as a licence to build low-quality, energy-inefficient houses
- Insert an additional objective on raising the energy efficiency of existing houses
- Prioritise design
- Brownfield emphasis, with a suggestion that 70% of new housing should be located on brownfield sites
- Schools, shops and other facilities should be within walking distance, with good access to jobs, key services and infrastructure in order to meet the government's objectives of creating mixed and sustainable communities.
- Should reference the need to locate and deliver sustainable new housing: without this, the strategy conflicts with National Planning Guidance
- 950 homes are too many, exceeding the concept of a sustainable growth. How has the figure been derived?
- Large increases in the number of new homes would only be justified if local employment opportunities were improved.

- 950 homes are too few. Identified housing need indicates there should be around 3,200 additional homes in Sandbach. This figure would meet the objectives of the Council's Economic Strategy
- A mix of housing types and tenures are not required on every development
- Include the amount of new schools, leisure and health facilities and where they would be located
- Support for and opposition to mixed housing and employment sites

4 Transport

Do you agree with the Transport Theme in the draft Sandbach Town Strategy?

- 71% of respondents answered this question
- Yes (81%); No (19%)



Key themes from the consultation:

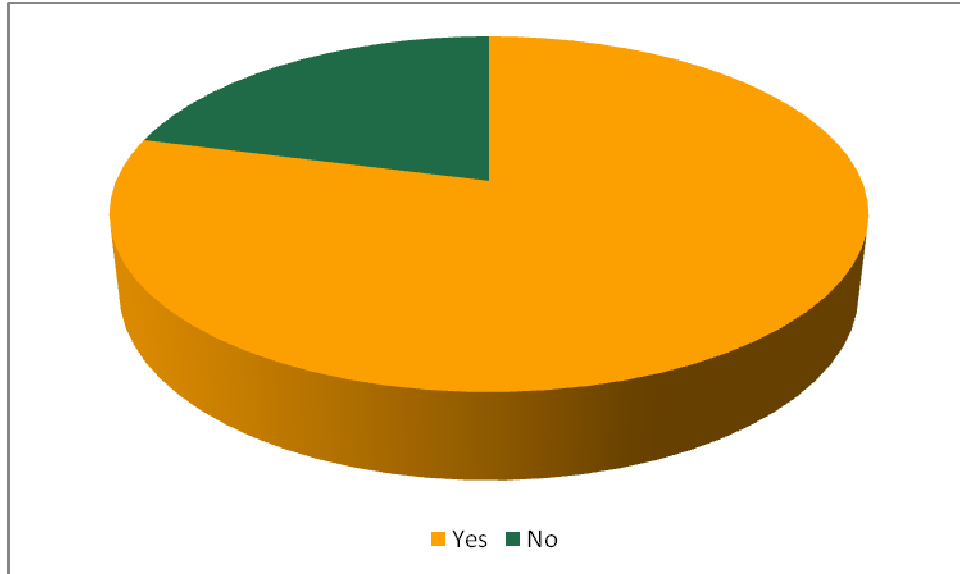
- Differing views on the extent to which car use should be reduced, and the level of satisfaction with existing public transport
- Strengthen the facilities for pedestrians, cyclists and public transport including provision of a better cycle route within and between towns
- Do not develop further facilities for the private motorist
- The objective of an 'Integrated Transport System' is vague
- Vulnerable road users should not be given priority in every location
- Reference speed limit reduction
- Enable reduced environmental impact of transport eg discourage use of single-occupant fossil-fuelled vehicles; incentivise low-carbon technologies
- Our transport infrastructure has regular buses and a train service to all areas: additional transport will cause problems.
- Transport is a major need which is massively underresourced: it is currently impractical to travel by public transport to Nantwich
- We are a car-based society. Achieving the objective will be demanding and complicated. Concern that the draft document contains a reactionary response, whereas Sandbach requires a strategic, integrated strategy which responds to the planned housing growth.
- The objective requires a massive change in national policies.
- Reduce congestion
- Support for improvements of Junction 17 as it is 'dangerous'
- Support and opposition for the park-and-ride and shuttle bus options, with opponents believing the scale of Sandbach does not support these initiatives

- Support for railway station improvements including disabled access, covered cycle parking.
- Mixed views on additional station car parking; traffic calming; pedestrianisation; car sharing car park;
- Support for a review of the amount of traffic through the town centre, with reverse one-way systems and short-term parking recommended.
- Add a reference to a northern bypass for the town

5 Community Facilities

Do you agree with the Community Facilities Theme in the draft Sandbach Town Strategy?

- 76% of respondents answered this question
- Yes (79%); No (21%);



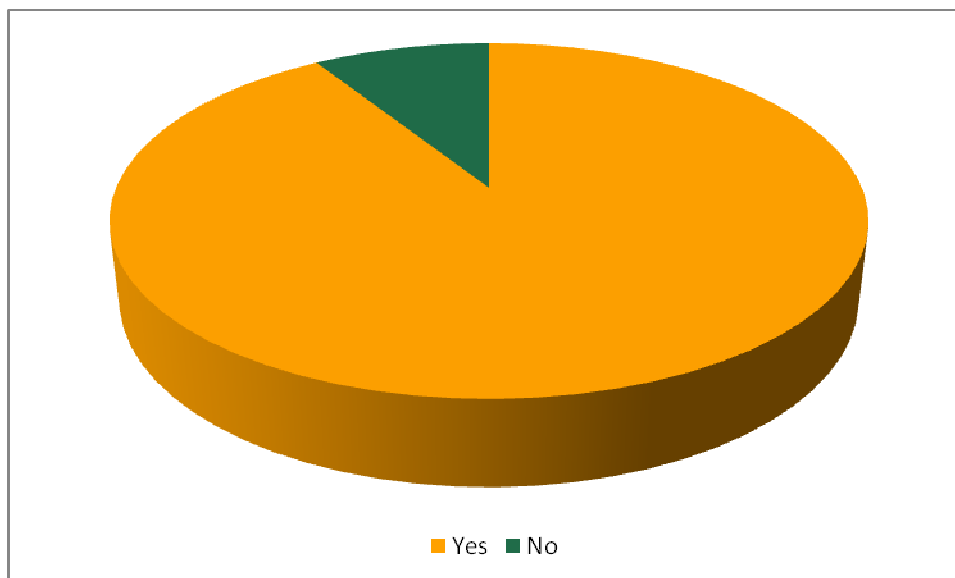
Key themes from the consultation:

- Contrasting opinions on the need for new facilities and the extent to which accessibility is important
- Cost is relevant to this objective as resources are not finite
- Remove reference to the village green
- Support reference to safeguarding the park
- Promote learning and attract business through a focus on computer equipment, classrooms and high-speed fibre-optic internet
- Some support for a tunnel crossing for the A34, although an opposing view sees this as poor value for money
- Support for more leisure facilities, particularly where these would benefit schools and share resources with existing leisure facilities
- Suggest reallocate relevant sub-themes from community facilities to environment and transport
- Development of new footpaths and cycle routes can be less costly if incorporated with edge of town housing/commercial developments
- Add reference to allotments
- Make reference to what facilities are required and the needs from which they have been derived
- Support reference to encouragement of venues for concerts
- Support and opposition to provision of youth facilities, including a query as to whether such facilities would be used
- Add reference to provision of facilities for older people due to the ageing population

6 Environment

Do you agree with the Environment Theme in the draft Sandbach Town Strategy?

- 78% of respondents answered this question
- Yes (91%); No (9%);



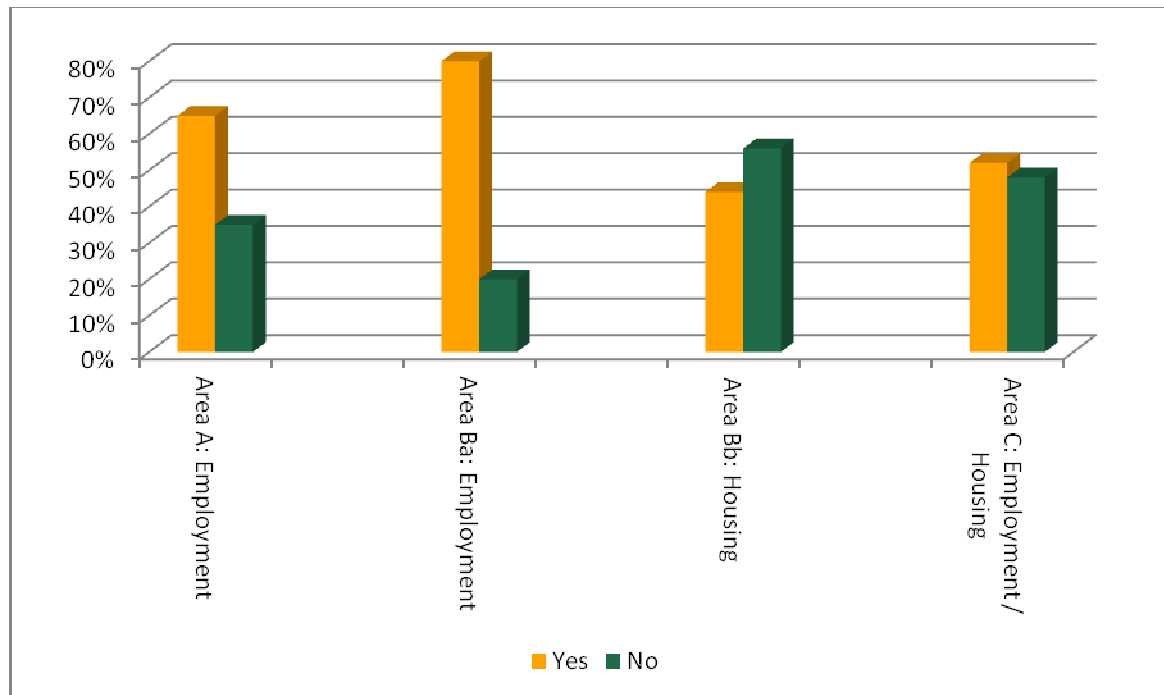
Key themes from the consultation:

- Contrasting views on 'brownfield first'. It is essential in order to protect open spaces, ecology and the semi-rural character of the town. Others advise caution or removal of the 'brownfield first' reference, as it results in the loss of employment land, the displacement of existing uses onto greenfield sites, and deliverability problems inherent to brownfield sites such as site clearance
- Appropriate greenfield development following the principles of the Garden City Movement
- Deliverability should not adversely affect local air quality. Development should reduce the need to travel or incentivise low carbon transport modes
- Cost-effectiveness and availability to all are key
- Contrasting views on renewable energy. Respondents state it should not be a priority; it should be promoted; and it should be encouraged 'where suitable and financially practical'
- Protect key green space, particularly to stop Sandbach/Wheelock merging with Elworth/Ettiley Heath. However, one respondent states that there is little or no evidence that Elworth or Ettiley Heath have distinctive identities which merit separation.
- The objective will have limited impact. A more pro-development strategy would yield greater environmental gains such as extended wildlife corridors and parkland
- Preserve historic character
- Protect the countryside and open green spaces including Arclid Brook
- There needs to be more definition of the plan-specific ideas that need developing rather than loose overarching statements eg community allotments, planting new woodland

- A much stronger statement identifying specific areas of green space to be protected is required
- Need to redefine areas of land identified as wildlife corridors; emphasise their importance; and safeguard the adjacent land
- Solar panels or wind turbines should not be allowed in the Town Centre Conservation Area
- Local landscape designations or other restraints on development should be avoided in line with national guidance. There should be a distinction between spaces with a clear public role and that which has no structural or public function

Q4 Potential Development Options

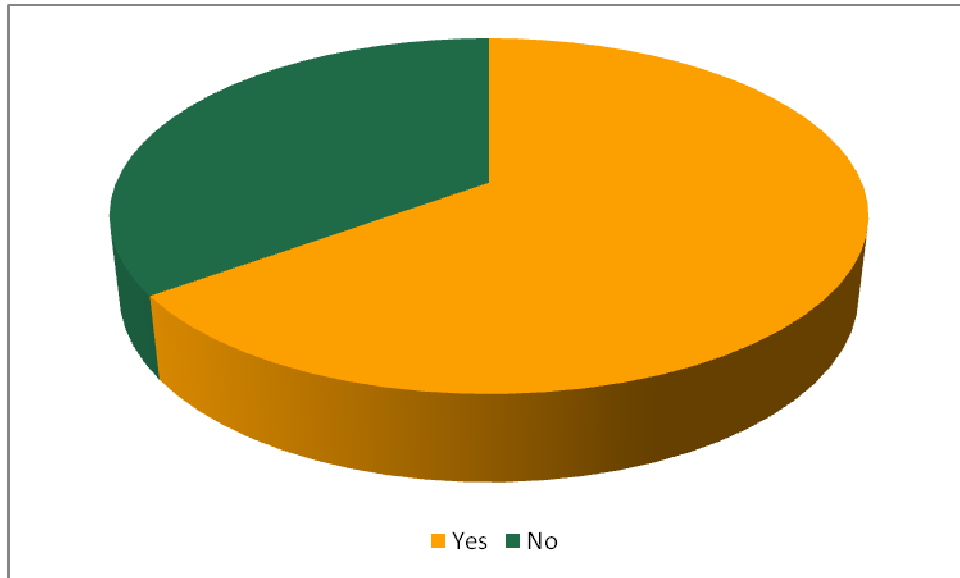
Do you agree with the potential areas for future development in the draft Sandbach Town Strategy?



Site A

Do you agree with site A as a potential area for future development?

- 78% of respondents answered this question
- Yes (65%); No (35%)



Key themes from the consultation:

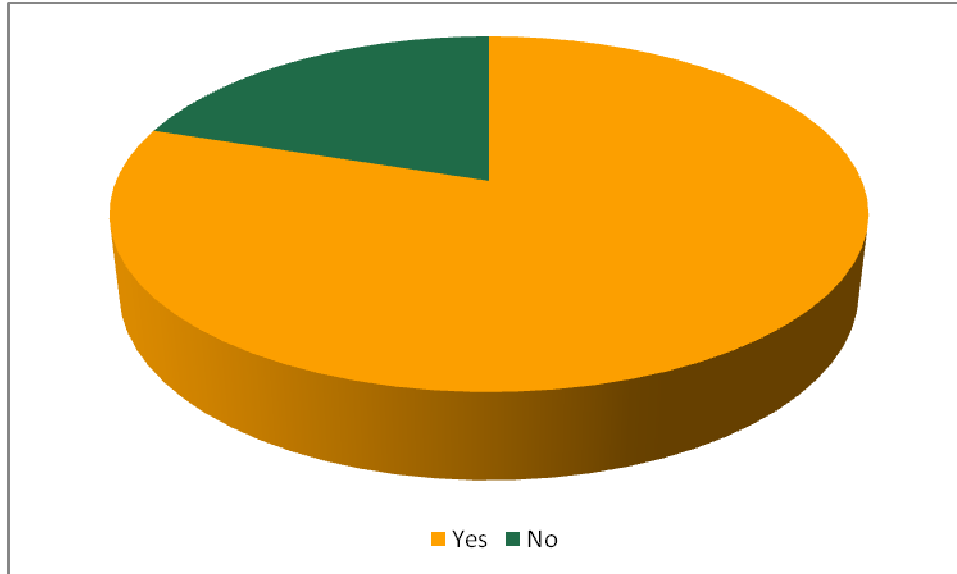
- Site is too small for significant employment use and would encourage piecemeal development. It could lead to demands for housing sprawl into the Green Belt
- There should not be any more development until existing employment sites are utilised
- Will create ribbon development and compromise this rural area
- It is not deliverable due to access issues, requiring extensive alterations to the highway network
- It is not required if Site B can be brought forward
- Will exacerbate problems at J17
- It could adversely affect road access to Site Ba and compete with site Ba which should be a higher priority
- Noise and air quality issues due to proximity to motorway
- Development will be visually harmful
- Employment opportunities should be encouraged
- Car sharers' car park must have sufficient spaces
- Good location which would complement employment-generating uses on the Capricorn Science and Business Park.
- Later release for development will ensure delivery of Capricorn is prioritised.
- Small light industrial units could be feasible given the impact on the busy road.
- Should be developed for employment only
- Support for and opposition to car sharers' car park, with concerns over extent of use
- Remove access to coach park
- Site must be accessible for cyclists due to distance from town centre and train station

- Problems with access from Congleton Road. It will encourage piecemeal development through Fields Farm and beyond
- Ensure land is available for J17 improvements and potential M6 widening
- Is this site needed, as the Employment Land Review and Core Strategy will set the level of employment land required
- Part of the site is in the Jodrell Bank Safeguarding Zone
- Motorway location means that beneficiaries will be non-locals
- Need to allow space for the flood plain. Should leave a green corridor
- Potential impact on Bradwall parish
- The site could be used as a car park in conjunction with sites Ba and Bb
- The site is close to a residential area, so could be used for housing

Site Ba

Do you agree with site Ba as a potential area for future development?

- 77% of respondents answered this question
- Yes (80%); No (20%)



Key themes from the consultation:

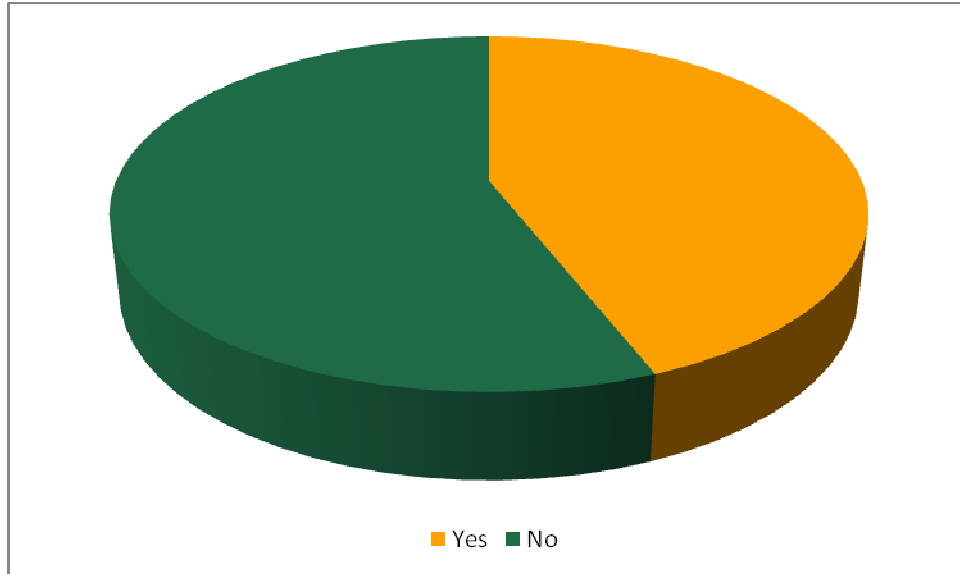
- There are existing brownfield sites and employment areas, where employment development should be focused
- Traffic capacity issues – development would increase traffic
- Impact on good agricultural land and on the wildlife corridor including Arclid Brook Valley West (an SBI Grade B) and Offley Wood, one of the largest plantations of oaks in Sandbach including TPOs. Footpaths must be preserved.
- The flood plain passing through should be allowed for.
- The protection and ecological enhancement of the Arclid Brook river corridor should be part of any development proposals.
- Wildlife corridor should be protected by reducing the size of the development
- Will exacerbate J17 problems, perhaps requiring an additional junction or bypass.
- A funding solution for the required M6 improvements must be identified prior to development
- Alternative access to Old Mill Road will increase pressure on local residential roads
- Will create ribbon development and compromise rural character
- Despite having been allocated for a considerable period, it has not come forward
- Business units are unnecessary.
- It is unsustainable as access relies on expansion of J17 and encourages road transport
- Use as business park with modern offices and high-speed communication links would be attractive to the North West and Midlands
- Include regular subsidised bus routes to the train station
- A large site with good opportunities for new employment options

- Appraise what employment opportunities can be delivered and over what period
- There should be strong resistance to use for food retail and fast food.
- Access is already available and will not cause disruption to residents
- Emphasis on high job level per hectare and predominantly white/blue collar roles with other lesser skilled occupations through retail/leisure/hospitality
- Access should be via a roundabout at the end of Congleton Road
- The site's location means it has a strategically important role, beyond serving Sandbach alone. It should be allocated as a Regional Employment Site so that developers are not able to achieve higher value uses
- Support for and opposition to the reference to a hotel
- Ensure development is visually appealing
- Must tie in with transport strategy and not rely on the car: needs good access to the railway station by public transport and cycling links, as the M6 is too congested to be reliable
- The strategy should consider why this area has not been developed before
- Should not be in the way of any M6 widening scheme
- Consider science and business park with office facilities on existing brownfield areas only
- Site should not be used for warehousing, and should not be compromised by including houses
- Greater emphasis should be on local jobs, and the units should be purpose built for companies already assigned for the location
- The site could include the car sharers' car park

Site Bb

Do you agree with site Bb as a potential area for future development?

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



Key themes from the consultation:

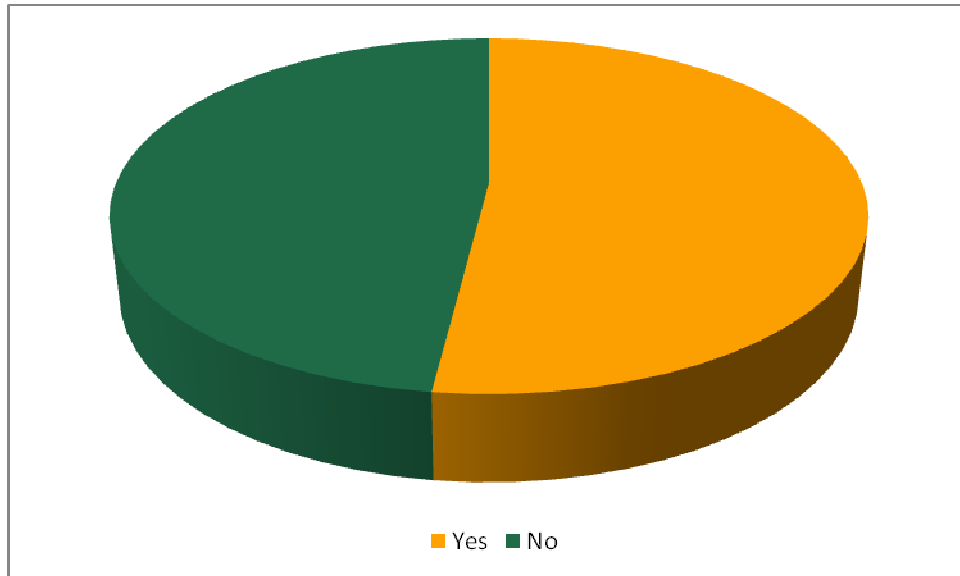
- The south-western part of the site is a suitable, available, deliverable and sustainable location for housing.
- Infrastructure is required including roads, communication, schools and park
- Access is already available and will not cause disruption to residents
- Forms a poor quality green space
- Would need improvements to Junction 17
- Greenfield, agricultural land, producing animal feed
- Land is wet and subject to flood risk.
- Flood plain must be allowed for
- Too large for a development of this type. Smaller developments would be more easily integrated.
- Undeliverable due to constraints including dependency on J17 improvements
- Does not meet the sustainability tests of the NPPF. It encourages more commuting and more traffic onto the roads, exacerbating the problems at J17, and is too far from the town to walk to
- Concerns regarding the capacity of Heath Road and the existing quiet, mature and peaceful estate
- Concerns regarding safety and the capacity of infrastructure and services
- Impact on the Site of Biological Importance, Wildlife Corridor, Offley Wood and public rights of way. Areas adjacent to the Wildlife Corridor should be safeguarded.
- Poor access and parking including narrow, winding lanes which are unsuitable for heavy traffic (Heath Road, Church Lane, School Lane, Dubthorn Lane)

- Light, noise and air pollution arising from the M6 will adversely affect residents' health
- Will create ribbon development and compromise rural character, extending the urban limits into the open countryside and setting a precedent for the development of more land at Sandbach Heath
- It does not bring forward any aspirations of the Town Strategy.
- There is no justification for why this site is a priority. There are other, more suitable, less constrained sites
- No case made for having new housing development
- The A534 is a barrier to direct pedestrian movement
- Access must come from Old Mill Road
- Too many homes. Density of development is too high, far higher than the surrounding medium-density area
- Public open spaces and allotments should be provided as part of any development
- Housing should not be near industrial sites
- Access from Old Mill Road is unacceptable and would compromise the vision of a world class business and science park
- Site selection comments are inconsistent – why is agricultural greenfield land appropriate for development here but not at Site F?
- Should be used for employment rather than housing
- Use it as a country park
- Provide less than 200 houses with access from Hawthorne Drive or Heath Road

Site C

Do you agree with site C as a potential area for future development?

- 76% of respondents answered this question
- Yes (52%); Disagree (48%)



Key themes from the consultation:

- A-road access is available and will not disrupt residents
- Remove this allocation – site contains public open space and good farmland
- Location is unsustainable for housing, far from shopping, school and employment opportunities
- Too close to the A534
- Would generate considerable car traffic and exacerbate J17 problems
- Would remove green gap land which prevents coalescence of Winterley with Wheelock, Sandbach and Crewe, Wheelock and Wheelock Heath
- Significant landscape impact, creating ribbon development and compromising rural character, relating poorly to the existing built-up area
- Fails to meet many sustainability standards shown in Table 1 and contradicts the balance of the Strategic document, particularly in comparing its characteristics with the reasons why other sites were discarded. There are more sustainable options.
- Impact of development on semi-rural character has not been assessed
- Would double the size of Wheelock
- Issues with the feasibility of vehicular access
- Flooding issues
- Reservations regarding capacity of transport infrastructure in light of existing congestion
- This area is suitable for employment only
- This area is suitable for housing only
- Employment should be around the existing industrial areas as it raises stress on J17 and the Sandbach bypass

- Impact on schools
- The site contains a playing field and should be protected for recreation use. NPPF guidance regarding the loss of recreation land should be met (ref NPPF paras 28, 73, 74, 171)
- Wheelock Bypass would form a new development boundary and would bring the impact of development into the adjoining countryside and could increase pressure for further development along the Wheelock/Haslington bypass roads.
- Should not compromise the J17 Business Park
- Sandbach is mainly a commuter town, hence new employment does not require proximity to housing
- Potential impact on the adjoining parish of Haslington

If the site were to be developed:

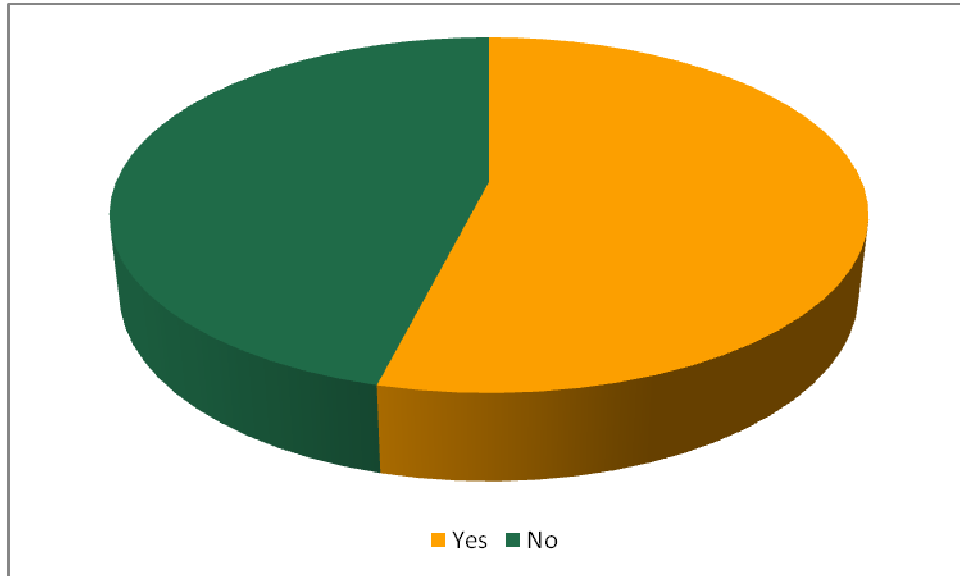
- Retain some public open and play space
- Provide extensive screening between the bypass and old Crewe Road
- Set back development within the site to minimise impact on surrounding rural scenery
- Traffic calming on Crewe Road
- Strong support for cycling and route upgrade including a bridleway (incorporating a wildlife corridor) to link the roundabout to the cycle underpass on Mill Lane
- Food and drink facility provision
- Southern section forms part of the gateway to Wheelock and is likely to cause/encourage excess traffic through the village
- Office/hi-tech development for premium countryside location

Q5 Potential Town Centre Development Options

Area A

Do you agree with Town Centre Area A in the draft Sandbach Town Strategy?

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



Key themes from the consultation:

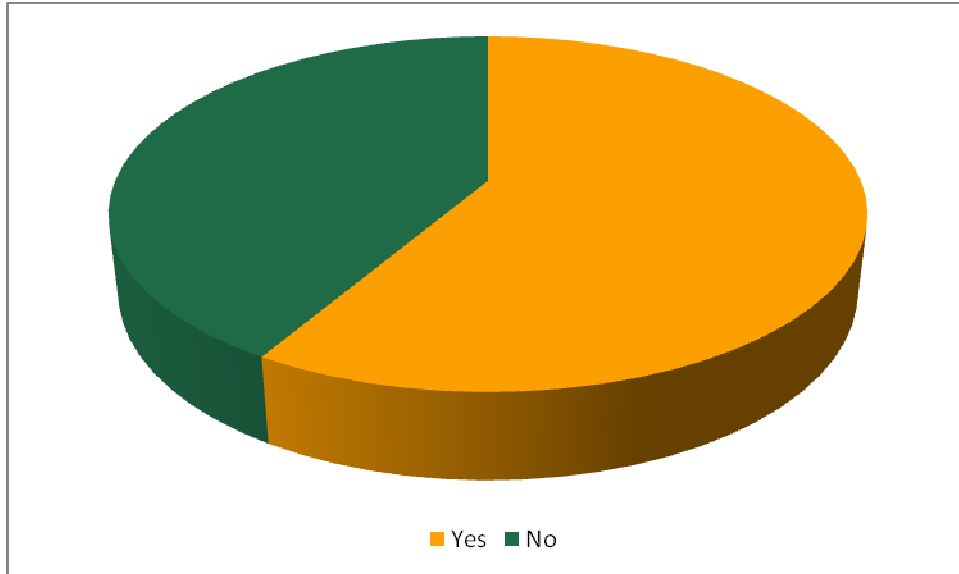
- Remove reference to green area due to expense, proximity to park and potential for anti-social behaviour
- Support green area as it would enhance the town centre and encourage footfall between uses
- Area A should be a focal point but is an eyesore
- Retain Commons car park as parking is a priority for the life of the town. Shoppers would go elsewhere eg Crewe where there is parking on the retail park, and shops will close
- Retain Commons car park as it is used for the transport festival that provides area character
- Reduced scale car parking would encourage rethinking of travel habits, although there may be access issues from the Congleton Road bend
- Must maintain ambulance and fire stations. If majority of callouts are to motorway, they should be relocated there. Or to Site B, and current site becomes car parking.
- Relocation of ambulance and fire stations is an unnecessary expense.
- The library is ideally situated and meets needs. Give it an external facelift rather than providing a new library.
- Support enhanced entrance to the park
- New build would detract from essential character
- Design will be key on this gateway site. Potential for a RIBA Design Competition
- Relocation of car park onto filling station and haulage yard is unlikely to be viable due to owner desire for higher-value uses
- Retail development in Sandbach should not bring it into direct competition with Crewe

- Site is too small to deliver a quantum of development that will significantly enhance the town centre
- Alternative uses include accommodation for the elderly, green area, free car park, housing, learning and community facilities. Should reflect age and heritage of town.

Area B

Do you agree with Town Centre Area B in the draft Sandbach Town Strategy?

- 76% of respondents answered this question
- Yes (59%); No (42%)



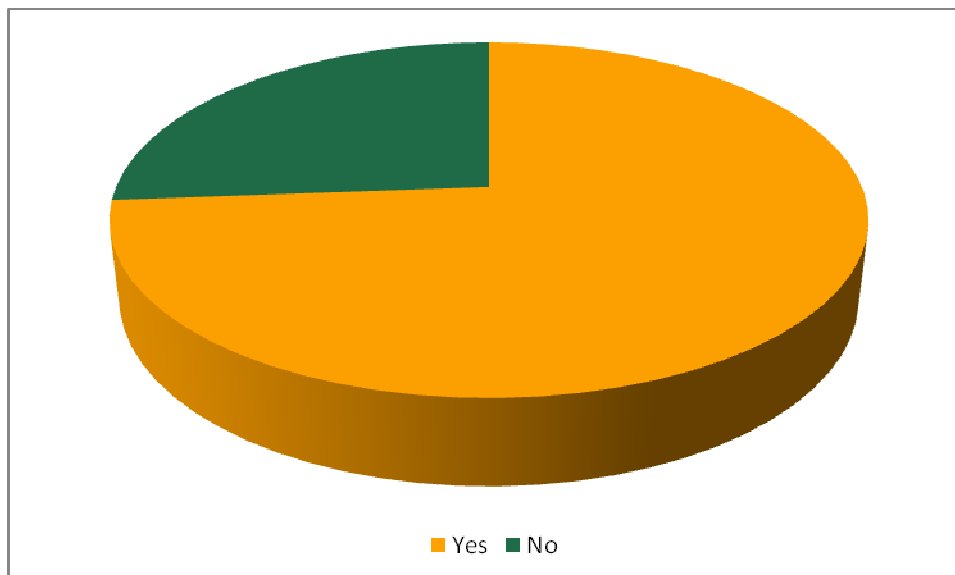
Key themes from the consultation:

- Will encourage footfall between uses
- Improve the town centre to promote economy and tourism reflecting historic background
- Extend cobbles
- Do not replace with more untenable shops
- Remove the site, no benefit of open space
- The Sorting Office provides employment in an accessible, town centre location
- Relocation is a waste of money, results in accessibility problems for non-drivers, additional traffic to the business park and will take shoppers out of the town
- Current building is ugly
- What are the plans for the betting shop?
- Improve the Sorting Office so that it blends better with the Market Square. Include interpretation boards about the Sandbach Crosses
- Site cannot deliver the amount or quality of new development required
- Other uses include market stall space to attract visitors; replacement of betting shop with post office or retail units; cafe/restaurant (not enough of these in Sandbach)

Area C

Do you agree with the Area C in the draft Sandbach Town Strategy?

- 77% of respondents answered this question
- Yes (74%); No (26%)

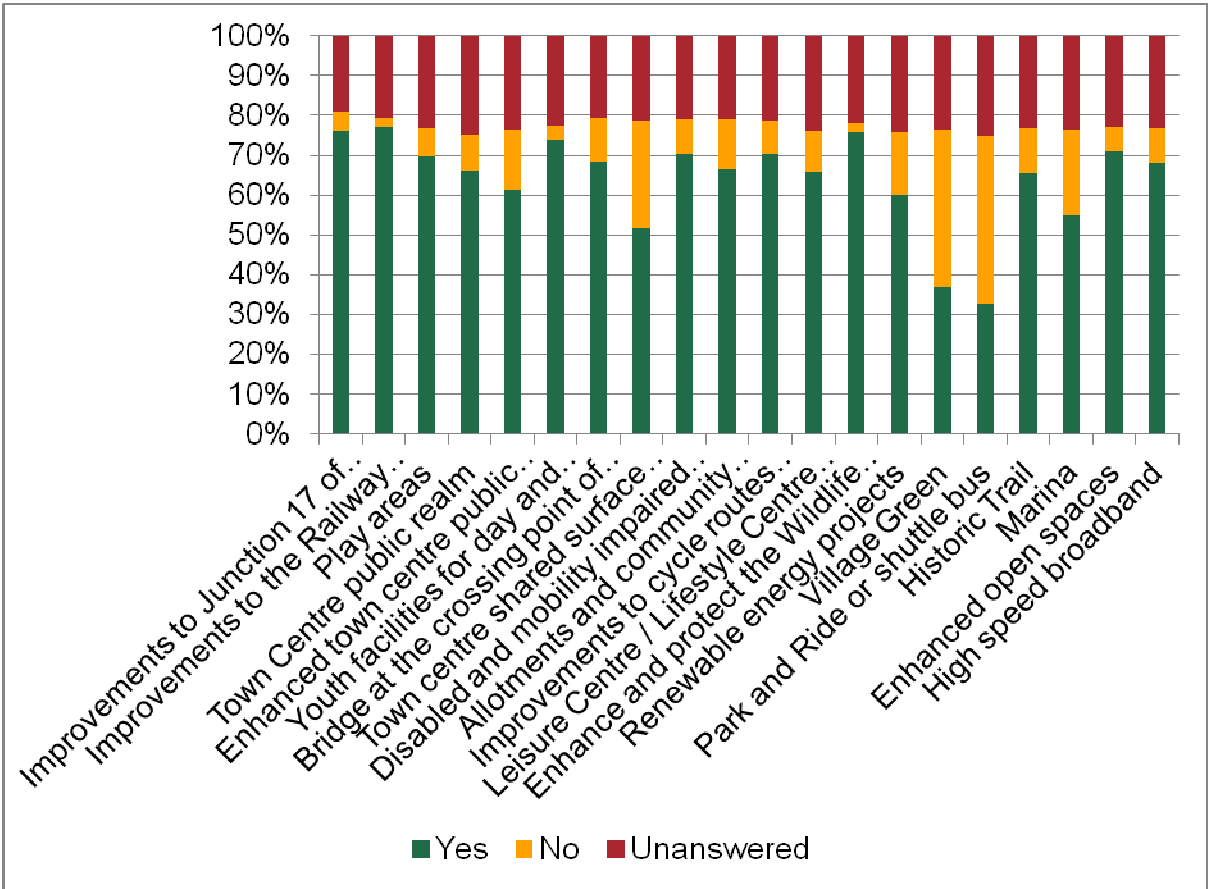


Key themes from the consultation:

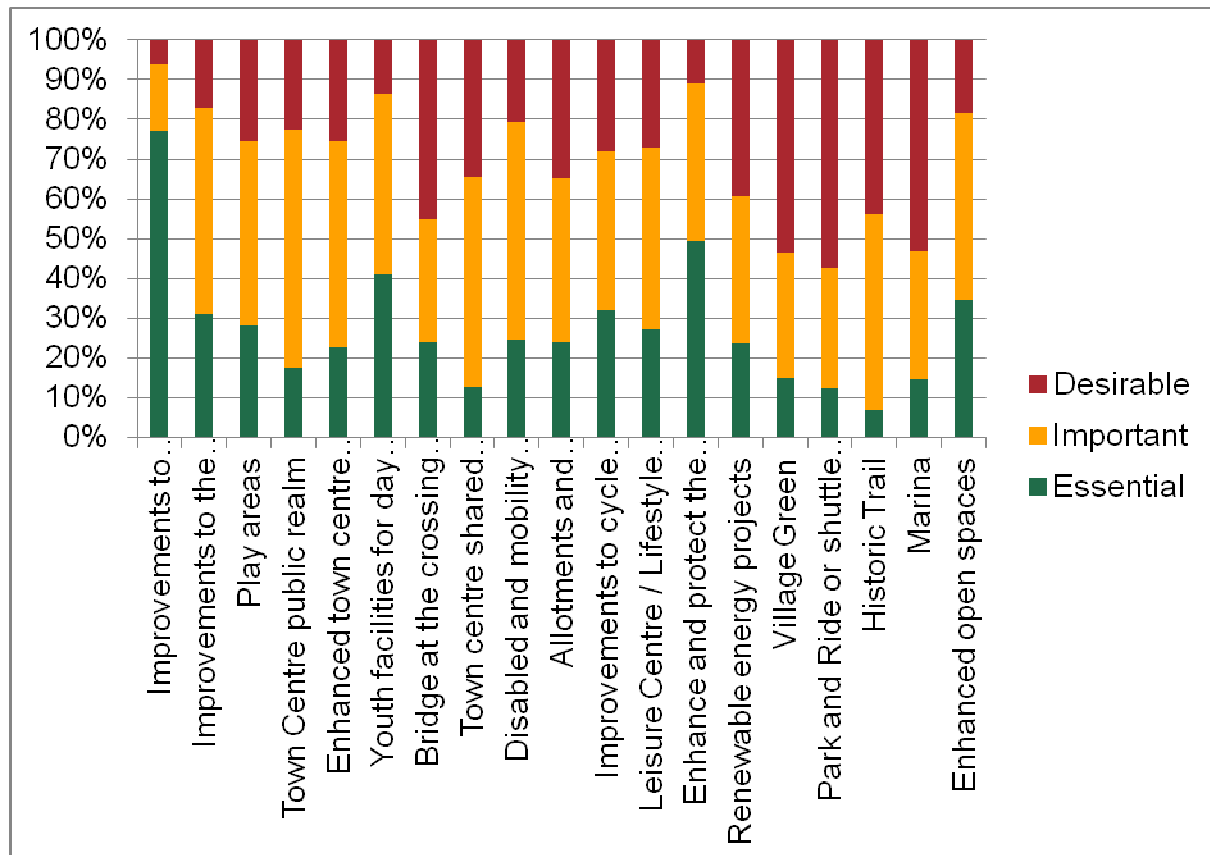
- Extra burden on businesses could cause them to close. Do not increase costs
- Redevelopment will encourage footfall
- Covered walkway must be sympathetic to town character but could improve town centre
- Covered walkway is a waste of money which will encourage anti-social behaviour and make the town feel claustrophobic, threatening and dark. Not in line with Sandbach's historic character
- Support for Heritage Trail
- Support for and opposition to pedestrianisation and shared surfaces as they would encourage shoppers and outside cafe areas, but previous alterations to the high street have not worked
- Return cars to the cobbles as removal made the heart of the town appear dead
- Support for improvement of Hope Street
- Site cannot deliver the amount or quality of new development required
- Demolish former Commons surgery to provide bus station
- Better signage and parking.
- Consider role of market and its relocation eg to a new indoor market at Brookhouse Road
- Improve area between Waitrose and Iceland
- Relocate parking to the west side of the High Street to improve cycle lane
- Improve Sanbec Way
- High Street – increase short term parking and reverse one-way direction

Q6 Infrastructure Priorities

Do you agree with the infrastructure priorities for Sandbach?



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



Q6 Other Infrastructure Priorities

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

Key themes from the consultation:

- Bicycle hire scheme with ports at the station, town centre and major development sites
- Safe cycle routes to schools
- Improve motor exit routes from the town centre, especially towards Sandbach Heath
- A facility providing cinema, theatre, arts centre and library
- Re-open the railway line between Crewe, Sandbach, Middlewich and Northwich
- Bring into use the rail sidings at Albion Chemicals
- J17 is a high priority but should not be funded by the proposed infrastructure levy
- Sandbach motoring heritage museum
- Improvements to various roads, junctions, cycle route and footpaths
- Free short/medium stay parking facilities to improve access for locals to shops
- Complementary developments adjacent to the marina at Ettiley Heath
- Consider a feasibility study for the future use of the Sandbach Literary Institution Building
- A northern bypass to be fed into the assessment of the development close to J17
- Provision of allotments
- Take traffic away from Junction 17 by creating a Junction 17A linked with the Sandbach Services areas
- Skate park / BMX track
- Development of the river next to the Old Mill Road and Dingle Lake as a recreational area and amenity for the town
- Improve Sandbach Town Hall to ensure it achieves its full income potential
- Drainage and sewerage
- Maintain and upgrade education facilities and standards
- Review school and medical/dental facilities against proposed population increases
- Shuttle bus to station; bus service to Manchester
- Accessible green route between Hassall Green and Sandbach
- No justification for the need of identified infrastructure. Identification in the Town Strategy is premature: the NPPF requires they be prepared in conjunction with the Local Plan
- Recognise the canal network as a specific, multi-functional form of infrastructure, and ensure any impacts of development are mitigated by developers. Contributions will be required where towpath use is significantly increased through development. It may be appropriate to identify particular canal-related projects for funding through CIL

Q7 Additional Comments

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

- Do not forget surrounding villages
- Statutory requirement to work towards achieving Air Quality Objectives
- New buildings should reflect Sandbach's heritage
- Make no decisions on potential development sites until current appeals on sites H and I are established. If these sites fall, no further development should be permitted.
- Commendable aspirations but flawed on the basis of where will funding come from? It requires a more vibrant workforce through increased population and the right work and leisure opportunities to attract tourism
- Land not required for housing should be returned to forest
- Poorly used employment sites should be used for alternative uses eg Moss Lane, with provision made elsewhere in the town for employment
- Locating employment land with good access to the train station and major road network is supported
- Change should be self-financing
- This Strategy is premature, having been produced before any decision have been taken about the growth needs of the district. It will confuse the planning process. The Local Plan will determine the housing and employment requirement and then plan a spatial strategy to meet the needs of the population
- Sites appear to have been discounted in a closed manner that isn't logical or transparent, with inconsistencies in the treatment of different sites. There should be defined criteria.
- Reverse the thinking by putting residents and ecology before economic issues
- The Strategy should include provision for rail including a requirement for developer contributions to deliver improvements to the rail network which may be required due to the impact of growth areas or significant housing allocations on the demand for rail services
- Confirm the status of the Town Strategy and its relationship to the Site Allocations DPD and Local Plan. Suggestion that these documents should merge into a single Local Plan document to allow issues to be dealt with holistically.
- Site analysis should include suitability, availability, achievability and a realistic estimate of capacity. Delivery of previously developed land can be challenging in terms of viability.
- In light of the NPPF, there is a robust planning case for the release of greenfield urban extensions in Sandbach and the redevelopment of employment land for new homes
- Identify local green spaces
- The strategy lacks focus on realistic measurable targets
- Partnership agreement suggested to develop sites
- Establish from the outset that this is not a Neighbourhood Plan for the purposes of the Localism Act and therefore carries very little weight
- A number of small sites would be better assimilated into the town than a couple of large sites
- Greenfield vs brownfield land has been overlooked despite reference in the objectives
- The evidence trail between the Core Strategy Issues and Options and the housing numbers which underpin the Strategy is not clear

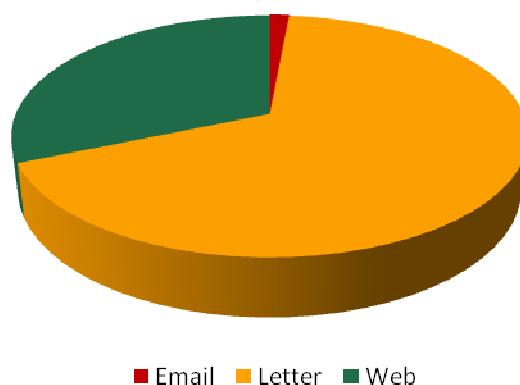
- There is no justification for requiring all development with an element of residential use to contribute to new social, healthcare and educational facilities
- May require a new crematorium within the next 12-18 months and a new cemetery within five to ten years
- Deliverability of extra care housing in Sandbach may be impacted by the lack of funding and lack of a partner to build the scheme. Demand will increase beyond current capacity in two to four years.
- Public open space should be provided close to homes and should be provided for new house through developer provision or contribution via S106 or CIL.
- Operational space and staff welfare facilities are required for satellite streetscape depots
- The Strategy should recognise the potential of smaller sites on the edge of the settlement to deliver new homes and employment land.
- Lack of ambition in providing the breadth and quality of retail offer that would meet genuine need
- Query regarding the definition of sustainable communities
- No alternative development areas are considered. Revise the strategy to include reasonable alternative development sites and allow the community to comment on their preferred sites.
- Ensure water and wastewater infrastructure capacity is available to support the planned development.
- Protect and ecologically enhance river corridors as part of development proposals
- No evidence of consideration of sequential land use, environmental capacity including flood plains, nature conservation areas, settlement patterns, vistas, local landscape designations, the grade of agricultural land.
- Welcomes the revision of the document if the appeals are allowed
- Several allocated sites have not come forward due to inherent problems or lack of viability

Draft Wilmslow Vision: Summary Report of Consultation

Overall Response

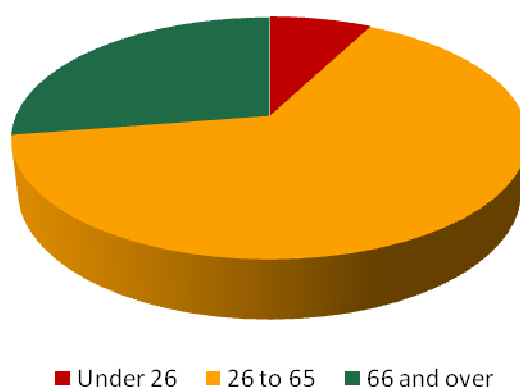
A total of **1446** representations were received on the draft Wilmslow Vision

31.4% of these were submitted online via the consultation portal; 1.5% were emails and 67.2% were in paper form.



Each question was answered by at least 90% of respondents. 42% of respondents answered 'No' to every question or did not answer any questions

7.6% of people who took part in the consultation were under the age of 26; 64.9% were aged 26 to 65; and 27.5% were aged 66 and over



There were four petitions submitted to the draft Vision consultation.

Lindow Action Group Petition (signed by 89 people)

Save Our Green Belt

We object to any land in Wilmslow currently designated as Green Belt being released for the purposes of building development, residential or commercial.

We ask that the Council meet future housing needs by developing existing brownfield sites or those released through windfall.

Lindow Action Group (Areas Ca Cb D E in Draft Wilmslow Vision Consultation).

Thorngrove Park Area Residents Group Petition (signed by 118 people)

Keep the Prestbury Road Green Belt Green

We the undersigned petition Cheshire East Council to reject proposals to grant planning for any new houses or other development along the Prestbury Road / A34 corridor as proposed in areas Aa and Ab in the draft Wilmslow Vision document. The undersigned also call for all designated Green Belt areas in Wilmslow to be retained.

Wilmslow Vision Petition (signed by 789 people)

We the undersigned petition the council to save Wilmslow's Green Belt from development proposals identified within the Wilmslow Vision consultation document.

Our reasons are that the Vision consultation document does not adequately demonstrate the following.

1. The need for additional housing in the Wilmslow area
 2. The exceptional circumstances that are required to alter the existing Green Belt boundaries.
 3. That all alternative brownfield sites have been fully explored.
 4. That alternative use options for brownfield sites have been fully explored.
 5. The agricultural merits of proposed Green Belt sites.
 6. The effect on public services, particularly education and health.
 7. The effect on the local environment and biodiversity
 8. The impact of developments close to Wilmslow, particularly the major redevelopment of the former British Aerospace facility at Woodford.
-

Friends of Dean Row Petition (signed by 273 people)

No new houses or release of any Green Belt in Dean Row

We the undersigned petition the council to reject proposals to grant planning for any new houses in Dean Row, as proposed in Areas Ba, Bb, Bc, Ha, and Hb of the draft Wilmslow Vision document. The undersigned also call for all Green Belt in these areas to be retained, and for area Bc to be returned to Safeguarded status.

Friends of Dean Row is against the unnecessary and unsustainable developments proposed in the Dean Row area of Wilmslow, for the following reasons:

- Major questions regarding the sustainability for development on all sites
 - Lack of infrastructure to support a new conurbation (schools, health, utilities, shops, etc)
 - Relatively long distance to the town centre, making walking and cycling less viable compared to other potential development sites
 - Lack of public transport connections
 - Loss of Dean Row as a separate hamlet with its own character, which risks being subsumed into an urban sprawl
 - The planned development of a further 1,000 houses on the old Woodford airfield less than 2 miles away would mean chronic over-development of the area
 - Increased traffic congestion, with the likelihood of new traffic lights and/or roundabout on Adlington Road, Brown's Lane, Cross Lane, and/or Dean Row Road
 - Visual impact on the surrounding area
 - Destruction of areas of natural beauty and wildlife
 - Loss of open spaces in the Wilmslow area, including the children's playground and playing fields off Brown's Lane
 - Drainage and flood risk
 - Over reliance on this area of Wilmslow for new housing: the area to the west of Dean Row has already been subjected to considerable development over the last 10 years
-

During the consultation period, 491 copies of a standard letter were received:

Standard Letter Details

Dear Sirs,

I wish to respond to the 'Wilmslow Vision' consultation, I am strongly opposed to the proposals in this document in its entirety because it does not represent a considered and sustainable future for Wilmslow.

My specific objections are:

- The need for 1,500 new homes. I challenge the need for this level of growth and the fact the document makes no reference to existing brownfield sites which provide a better alternative for future development.
- The current infrastructure (roads, shops, amenities, public utilities and transport) are in my opinion barely sufficient for the existing residents let alone any additional strain placed upon them by an increase in population.
- The Green Belt areas identified in the draft plan for building on represent some of the most ecologically sensitive sites within the Wilmslow neighbourhood. These open spaces are enjoyed by many local residents for recreation, for example the footpaths between Upcast Lane, Moor Lane and the Lindow Peat Bogs.
- Many of the sites identified for development have insufficient accessibility through the existing road network. Development would therefore result in a significant increase in traffic on minor roads such as Moor Lane, resulting in greater safety risks for residents and their children.

In summary I feel the above points need to be taken into consideration when forming the revised 'Local Plan' for Wilmslow.

Yours Sincerely,

Q1 Vision for Wilmslow

Do you broadly agree with the Vision statement as set out in the document?

- 94.1% of respondents answered this question
- 27% broadly agree; 73% do not agree



Key themes emerging from consultation:

- Vision could be more precise and less 'motherhood and apple pie'
- Some agree with overall vision but concern over implementation
- Support for high quality, accessible, green and recreational spaces
- Suggestion that the vision focuses on the wrong issues and misses key issues
- View that the vision statement could refer to anywhere and isn't locally distinctive enough
- View that the vision is overly-ambitious
- View that the vision is unrealistic due to cost implications at a time of budget restraint
- Some support for an overall high level vision to guide development within the town but many people view an overall vision as unnecessary
- View that Wilmslow should remain exactly as it is
- View that some of the proposals in later in the document are directly contradictory to the principles in the vision statement (e.g. building new houses, Green Belt development etc)
- Support for development on brownfield sites should be in the vision
- Needs a mention of infrastructure improvements
- Not keen on 'contemporary architecture'
- Provision of school places important
- Many objections are to the implementation of the vision (particularly housing development and loss of Green Belt) rather than the vision statement itself.

Slogan for the Vision

A slogan for the Vision has been suggested: “Wilmslow, fostering a sense of community”. Do you have any alternative suggestions for a slogan?

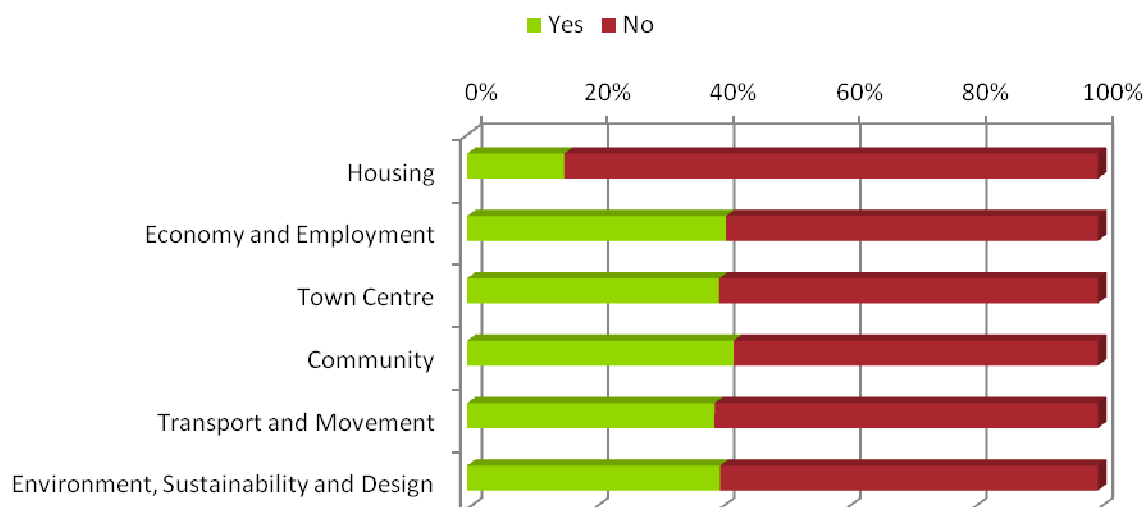
Key themes emerging from consultation:

- General perception that a slogan is unnecessary
- ‘Fostering a sense of community’ gathered some support but not universally popular; ‘Get into Wilmslow’ even less popular;
- Slogan should be progressive and forward-thinking;
- Don’t like the word ‘fostering’
- Some support for putting the community at the centre of a slogan
- Some alternative (realistic) suggestions:
 - Wilmslow: a great place to live
 - Wilmslow: the future of us all
 - Wilmslow: a green and pleasant place
 - Wilmslow: where the community makes a difference
 - Community starts here
 - Wilmslow: where the community works together
 - Wilmslow, in the heart of the Cheshire countryside
 - Wilmslow: growing together
 - Taking responsibility for Wilmslow’s economic future
 - Wilmslow: sharing life, living dreams
 - Wilmslow, a good place to live
 - Wilmslow at the heart of the community
 - Wilmslow, a community surrounded by Green Belt
 - Keep the heart of Wilmslow healthy
 - A better life in Wilmslow
 - Wilmslow, our green and pleasant town
 - Sustainable Wilmslow
 - Nobus Habitaito Felix (a pleasant place to live)

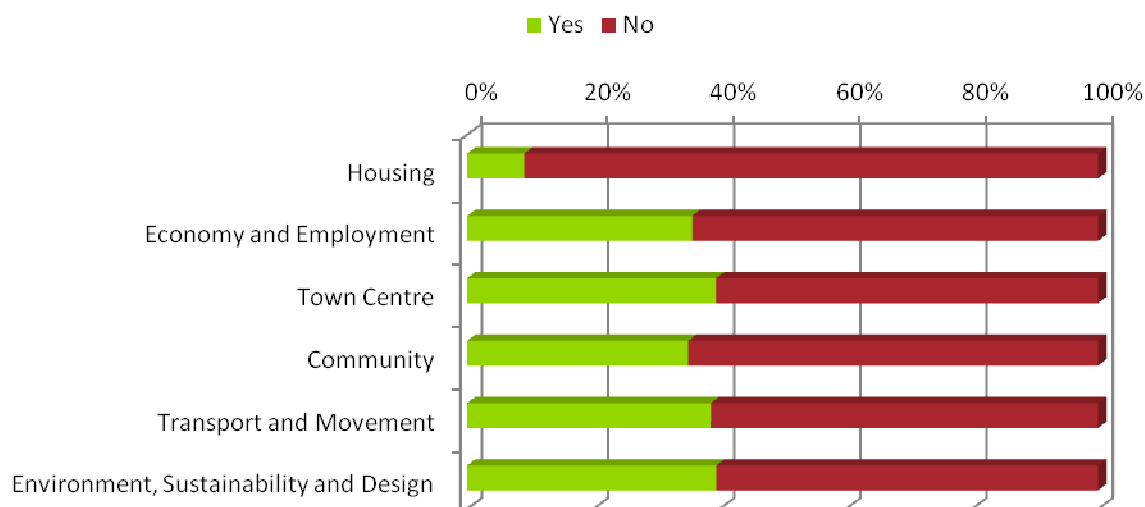
Q2 and Q3 Aims and Objectives

Do you broadly agree with the Aims and Objectives in the draft Wilmslow Vision?

Aims



Objectives



1 Housing

Do you broadly agree with Housing Aims in the draft Wilmslow Vision?

- 95.4% of respondents answered this question
- 15% broadly agree; 85% do not agree



Do you broadly agree with Housing Objectives in the draft Wilmslow Vision?

- 94.1% of respondents answered this question
- 9% broadly agree; 85% do not agree



Key themes emerging from consultation:

- Figure of 1500 new homes by 2030 is too high; level of proposed growth is excessive. Some people suggested a lower figure would be more appropriate (circa 500 is mentioned by a few people)
- No development on Green Belt land
- Claims that there are lots of brownfield sites that could be used instead; need to focus attention on brownfield sites and actively encourage development here
- Concern about loss of Wilmslow's individual character and becoming part of the south Manchester urban sprawl
- Question why new housing is needed in Wilmslow; evidence for growth
- Issue of impact of new development on existing infrastructure; provision of new infrastructure. Particular issues are highways, schools and medical facilities

- Some limited support for affordable / specialist housing, particularly for the young, old and families. Affordable housing should remain affordable when sold on.
- Don't want new Council estates
- Needs of an ageing population should be better addressed. Suitable housing would enable downsizing
- Some people thought that any new housing should be more modest style housing to cater to lower-income working families, whilst others thought that larger executive-type housing would attract high earners and boost the local economy
- High quality design in new housing developments is important
- Development at Woodford Aerodrome could take some pressure from Wilmslow. Nearby developments should be taken into account
- Wilmslow is a high-demand area – it is not possible to meet the future needs
- New housing is not sustainable
- Limited support for some growth to meet local needs, but not in-comers
- Some support for town centre housing schemes – potential office / shop conversions?
- Concern for property prices
- Some responses accepting need for managed growth over long-term; Wilmslow has to provide a share of the Cheshire East housing requirement
- Like Wilmslow as it is; don't want it to be any bigger
- Question demand for new housing; there is currently no shortage of housing
- Concern over reduction in the attractiveness of the town
- Perception that new development would only benefit developers at the expense of the existing residents
- Need to consider agricultural value of greenfield sites
- Concern over how new housing would be funded
- Need to consider the impact on the community
- The difference between Aims and Objectives is not clear
- Open spaces and nature are more important than houses
- Proposals are far too vague
- Damage to countryside, environment and biodiversity

2 Economy and Employment

Do you broadly agree with Economy and Employment Aims in the draft Wilmslow Vision?

- 93.7% of respondents answered this question
- 41% broadly agree; 59% do not agree



Do you broadly agree with Economy and Employment Objectives in the draft Wilmslow Vision?

- 91.7% of respondents answered this question
- 36% broadly agree; 64% do not agree



Key themes emerging from consultation:

- Some support for new employment (not on Green Belt land) particularly for light industry and small companies
- New residents will need places to work; work for local people is important; apprenticeships
- Business rates and rents should be lowered to encourage investment
- Education in Wilmslow is already good
- Better public and private transport is important to the local economy
- Need to consider the impact of current financial climate
- View that there is no need for additional office or commercial space; perception that there are currently lots of empty offices and existing space could be better utilised
- Suggestion that there are enough shops without capacity for more; also changing nature of retail sector, e.g. increase in Internet shopping
- Jobs provided need to match the skills of local people

- Some support for the view that there are already enough / good range of jobs and a healthy economy which doesn't need to improve further
- Wilmslow is a dormitory town / commuter belt and should remain so
- Economic growth should be proportionate to the town
- Some support with the idea of creating new jobs
- Need more parking spaces for the existing offices
- Some support for help for small / start-up businesses
- More reference to adult education
- Suggestion that statements are vague and idealistic; could apply to anywhere
- Need to support young people into work / training
- Wilmslow needs to develop a distinctive offer
- Further employment will increase in-commuting and congestion
- High School is too big; quality education is important
- Locating new jobs near housing areas / reducing the need to travel
- Don't want Wilmslow to become an industrial town; don't want to lose the residential character
- Evolution not revolution
- Concerns over funding of the proposals
- Suggestions to attract specific sectors to boost economy (e.g. scientific / high tech)
- Small number of comments advocating a new business park for small businesses/ start-ups / high tech / growth industries etc
- Need to consider potential jobs losses from existing large employers nearby – need to improve the area's attractiveness to businesses
- Suggestions for a park and ride facility for town centre workers
- Support for local and independent traders and businesses

3 Town Centre

Do you broadly agree with Town Centre Aims in the draft Wilmslow Vision?

- 94.0% of respondents answered this question
- 40% broadly agree; 60% do not agree



Do you broadly agree with Town Centre Objectives in the draft Wilmslow Vision?

- 92.9% of respondents answered this question
- 39% broadly agree; 61% do not agree



Key themes emerging from consultation:

- General overall view that the town centre needs improving, although some responses advocate no changes at all
- Too many empty shop units – reduce rents to encourage specialist and independent retailers; the town needs small niche retailers as well as traditional convenience retail (butchers, bakers, greengrocers, fishmongers etc)
- Need more vibrancy in the town centre
- Excessive parking charges / lack of parking discourage visitors
- Some suggestions that Grove Street should be un-pedestrianised; other suggestions that it be improved with a new public realm scheme – also suggestions of an atrium / glazed roof
- General disagreement with any scheme to replace the library or leisure centre; general disagreement with any scheme involving development on Rectory fields
- Community facilities should be provided as centrally as possible

- Suggestions that the aims and objectives will destroy Wilmslow
- Improve what is already there rather than making large changes
- Maintenance, cleaning, planting, lighting, paving – the basics are lacking
- General regeneration and sprucing-up is needed
- Introduce more green spaces
- Some (minority) view that pedestrians should be given higher priority over cars than present in the town centre / traffic calming scheme
- Gateways / entry points / sense of arrival into the town centre could be improved; links between station and centre need improving
- Too many offices in the town centre – could be put to better use as residential units; residential uses in the centre would also add to vibrancy
- Better links between centre and The Carrs / River Bollin
- Concern over sources of funding for any projects
- Improvements to community and youth facilities
- Vague proposals lacking in detail; suggestions of hidden agendas
- Too many charity shops in the town centre
- Local projects such as the Artisan market are important for the centre
- Some views that the existing charm and character of the centre be maintained
- Evening economy needs to diversify; there are too many bars
- Park and ride facilities
- No more supermarkets
- Mixed views on provision of theatre; some agree but others consider that it would not be commercially viable; any new community facility should be flexible to enable a variety of uses
- Need to retain young people in town
- Reduce traffic congestion in the centre; improving the town centre will make this worse;
- Aims are overly ambitious
- Architectural quality of existing buildings needs improving
- Town centre should become a focus for the community

4 Community

Do you broadly agree with Community Aims in the draft Wilmslow Vision?

- 91.6% of respondents answered this question
- 42% broadly agree; 58% do not agree



Do you broadly agree with Community Objectives in the draft Wilmslow Vision?

- 90.4% of respondents answered this question
- 35% broadly agree; 65% do not agree



Key themes emerging from consultation:

- Community activities and involvement are important
- Some agreement with the overall community aims
- Some views that there are already good community assets and community spirit but these could be made worse by the proposals in the vision
- High School is too large
- Communities make themselves, they cannot be forced to develop by planners; the community is fine as it is – don't interfere
- Views that there are already sufficient community facilities in Wilmslow and no more are needed
- Alternative view that facilities are overstretched (doctors, schools, dentists, leisure) and are in urgent need of investment to serve the existing population

- Other views that Wilmslow is not at all community orientated; some feel that efforts should be made to improve this whilst others feel that this is a lost cause
- Need to address behaviour in the town centre at night / weekends to enable a safe and welcoming community
- Too much new housing will adversely affect the sense of community
- Increased housing in the town centre could help develop a sense of community
- The library and leisure centre are accessible to people and should remain where they are
- Leisure centre and library facilities should be improved
- Lack of cultural and leisure amenities in Wilmslow
- Too vague and overly ambitious
- Suggestion that community spirit is already improved as people have united against the idea of developing on Green Belt land
- Programme of community events important
- Education and training needs investment
- More facilities for young people and teenagers are needed
- General lack of support for health hub

5 Transport and Movement

Do you broadly agree with Transport and Movement Aims in the draft Wilmslow Vision?

- 92.4% of respondents answered this question
- 39% broadly agree; 61% do not agree



Do you broadly agree with Transport and Movement Objectives in the draft Wilmslow Vision?

- 90.8% of respondents answered this question
- 39% broadly agree; 61% do not agree



Key themes emerging from consultation:

- Some support for improving sustainable transport modes and general public transport improvements
- Some disagreement with the aims – private transport is the most popular mode and will continue to be so: we should facilitate this by improving roads and parking
- Suggestion that support should be given to extending the Manchester Metrolink to Wilmslow
- Mixed views on removing traffic from the town centre – some appreciate the environmental improvements that would result whilst others were concerned that it could reduce trade
- Mixed views on parking – some feel that parking is a real problem which discourages visits to the centre, whilst others consider that there is plentiful and cheap parking
- Some suggestions that parking should be free
- Concerns over congestion

- There is a conflict between the aims to improve parking and to reduce traffic
- Mixed views on improving facilities for walking and cycling. Some agree with new cycle lanes whilst others view them as unnecessary.
- Few comments supporting the need to reduce car use
- Improvements to railway station and better integration with bus services; better links between the station and centre to act as a gateway
- New housing will increase congestion
- Potholes are a problem
- Mixed views on a loop / hopper bus
- Park and ride scheme could help to reduce town centre traffic and parking
- East-west routes are as important as north-south routes

6 Environment, Sustainability and Design

Do you broadly agree with Environment, Sustainability and Design Aims in the draft Wilmslow Vision?

- 91.8% of respondents answered this question
- 40% broadly agree; 60% do not agree



Do you broadly agree with Environment, Sustainability and Design Aims in the draft Wilmslow Vision?

- 90.9% of respondents answered this question
- 39% broadly agree; 61% do not agree



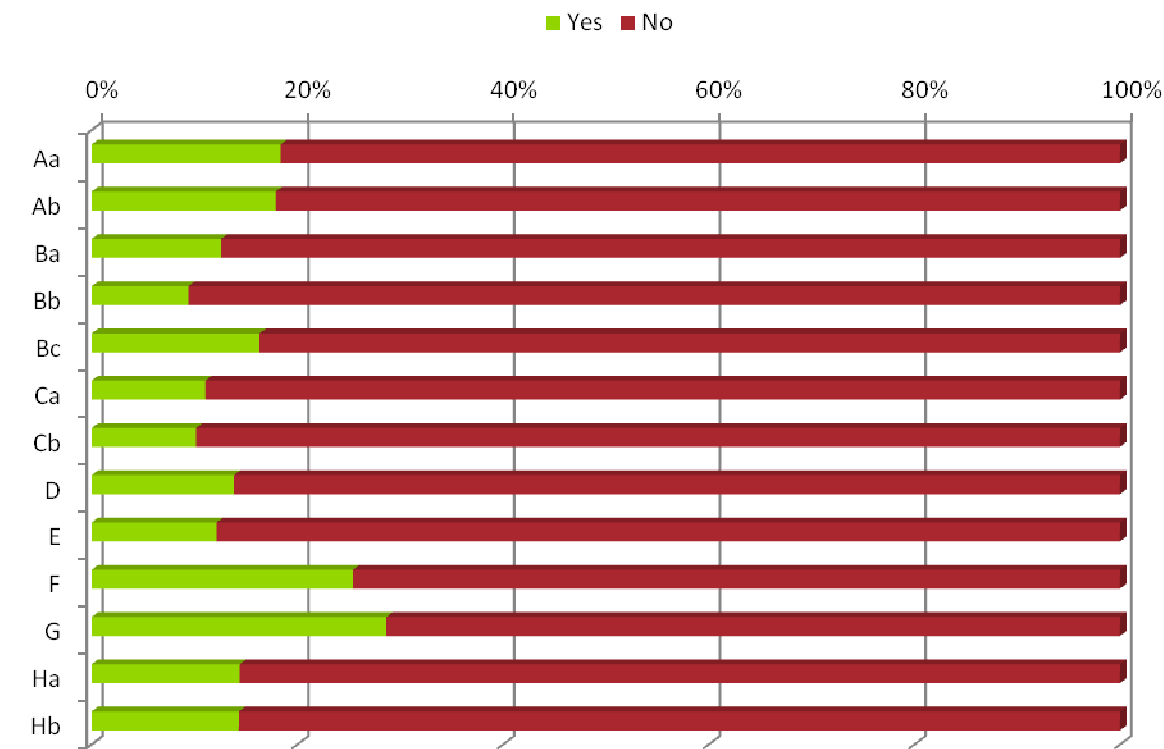
Key themes emerging from consultation:

- These aims are already being met / I like it the way it is / the current environment is excellent
- Need to protect green areas more
- Should include the protection of the countryside
- Not enough children's play area at present
- The aims here are not compatible with building on the Green Belt or with building on the Rectory fields
- Need to preserve the rural / urban balance
- Vague, idealistic generalisations

- Good design / architecture is very important, but concern over introduction on contemporary designs to Wilmslow – general feeling that new buildings should blend in; contemporary design will date quickly
- Some support for encouraging the use of renewable technology but also opposition to anything 'green'. General disagreement to a renewable energy project in Wilmslow Park – lack of detail
- More support for household renewable / energy reduction technologies, e.g. solar, insulation etc
- Protection for Green Belt
- Tree planting in the centre would improve environment
- Need to consider biodiversity
- Desires for Lindow Moss extraction to cease / restoration scheme
- Value of agricultural land
- Enhancement of existing unsightly buildings / areas

Q4 Potential Land Use Options

Do you broadly agree with the potential Land Use Options suggested?



Site Aa

Do you broadly agree or disagree with site Aa as a potential land use option (suggested use: residential)

- 92.6% of respondents answered this question
- 18% broadly agree; 82% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Loss of playing fields
- Eroding the gap between Wilmslow and Alderley Edge
- Too many houses proposed
- Destruction of countryside
- Strain on existing infrastructure
- Would lead to congestion on the bypass
- Good access
- Town centre in walking distance; closeness to town centre; close to railway station
- Replacement allotments should be provided elsewhere
- Minimal impact on existing dwellings
- Council owned land – could minimise costs / provide funding for schemes
- Potential to provide lower cost market / family affordable housing
- Suggested alternative uses – leisure uses; community uses; higher education; car boot sales

Site Ab

Do you broadly agree or disagree with site Ab as a potential land use option (suggested use: residential)

- 92.3% of respondents answered this question
- 18% broadly agree; 82% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for housing development
- Would lead to urban sprawl
- Too large an area
- Eroding the gap between Wilmslow and Alderley Edge
- Not near a primary school / would need a new primary school
- Too many houses proposed
- Too far from centre of town
- Road congestion
- Currently used for farming
- Would lead to congestion on the bypass
- Affect views from Alderley Edge
- Minimal impact on existing homes
- Close to town centre and railway station
- Good access to bypass
- Currently under-used land
- Suggested alternative uses – leisure uses; community uses; allotments

Site Ba

Do you broadly agree or disagree with site Ba as a potential land use option (suggested use: residential)

- 91.7% of respondents answered this question
- 13% broadly agree; 87% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Erosion of buffer between Wilmslow and Greater Manchester
- Supports a variety of plant and wildlife
- Would ruin the area for existing residents
- Loss of Dean Row hamlet
- Too much development in the area already from Summerfields and Colshaw
- Traffic congestion concerns
- Further from town centre – would not encourage walking / cycling
- Close to Woodford
- Agricultural land
- Too many houses proposed
- Lack of school places locally
- Poor public transport
- Would need to be in character with the surrounding area
- Good transport links
- Roads would provide boundaries to limit further expansion

Site Bb

Do you broadly agree or disagree with site Bb as a potential land use option (suggested use: residential)

- 91.1% of respondents answered this question
- 9% broadly agree; 91% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for housing development
- Would lead to urban sprawl
- Proposed density too high / too many houses proposed
- Erosion of gap between Wilmslow and Woodford
- Traffic congestion
- Overcrowded schools
- Would ruin the area for existing residents
- Not close to the town centre; would increase car usage
- Would merge Wilmslow and Dean Row
- Localised flooding during winter
- Agricultural land
- Close to Dean Row Chapel (listed building)
- Loss of pleasant walks and wildlife
- Would need to be in character with the surrounding area
- Good access to the bypass
- Could deliver affordable housing for first time buyers

Site Bc

Do you broadly agree or disagree with site Bc as a potential land use option (suggested use: residential)

- 91.1% of respondents answered this question
- 16% broadly agree; 84% do not agree



Key themes emerging from consultation:

- Perceptions that this land is Green Belt
- Should be designated as Green Belt
- Greenfield
- Would lead to urban sprawl
- No need for development
- Density too high / too many houses proposed
- Traffic congestion
- Destruction of wildlife habitats
- Would ruin the area for existing residents
- Dean Row would lose its identity as a separate hamlet
- Lack of school places locally
- Perceptions that the playing fields would be lost / need to retain playing fields
- Access could be difficult
- Distance from town centre would not encourage walking / cycling
- Some respondents agree that development would be OK as it is not Green Belt
- Would need to be in character with the surrounding area
- Could deliver affordable housing for first time buyers
- Reasonably close to the town centre
- Suggested alternative uses – leisure facilities

Site Ca

Do you broadly agree or disagree with site Ca as a potential land use option (suggested use: residential)

- 90.7% of respondents answered this question
- 11% broadly agree; 89% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Concerns over ability of local roads to handle traffic / safety issues
- Too near Lindow Common
- High water table and flooding; boggy
- Development should be in keeping with the character of the area
- Density too high / size of development should be smaller
- Too close to the school
- Area contains much wildlife
- Too far from town centre – would encourage car use not walking / cycling
- Few local services
- Impacts on local footpaths and bridleways
- Poor access
- Would need a new school
- Near schools; places available at Lindow School
- Plenty of local amenities
- Good access
- Within walking distance of town centre and High School
- Suggested alternative uses – children's play area; sports fields

Site Cb

Do you broadly agree or disagree with site Cb as a potential land use option (suggested use: residential)

- 90.6% of respondents answered this question
- 10% broadly agree; 90% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Poor access
- Potential impact on Lindow Common
- Rural area and too far from the town centre – reliant on car trips
- Would ruin the area for existing residents
- Local roads are very congested / highway safety issues
- No physical barrier to limit further expansion in future
- Any development should be smaller / lower density
- High water table / flooding issues
- Important wildlife habitat
- Lots of footpaths / bridleways run through site
- Would need a new school
- Good location and access
- Close to local shops and school

Site D

Do you broadly agree or disagree with site D as a potential land use option (suggested use: residential)

- 91.5% of respondents answered this question
- 14% broadly agree; 86% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Is an important green approach to Wilmslow / separation of Wilmslow and Alderley Edge
- Traffic congestion
- Number of dwellings proposed is too high / lower density would be better
- Would ruin the area for existing residents
- Local schools are oversubscribed
- Good access
- Close to bypass
- Within the built-up area already
- Close to the town centre
- Near existing employment and services
- Suggested alternative uses: employment; leisure uses; recreational space

Site E

Do you broadly agree or disagree with site E as a potential land use option (suggested use: residential)

- 89.9% of respondents answered this question
- 12% broadly agree; 88% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Poor access
- Local roads are very congested / highway safety issues
- Reduction of gap between Wilmslow and Alderley Edge
- Too many houses proposed
- Too far from shops and services
- Prime agricultural land
- Footpaths
- Detrimental to existing residents
- Too far from the town centre
- Important area for wildlife
- Footpaths
- Possible flooding issues
- No physical barrier to limit further expansion
- Good location and access
- Suggested alternative uses: leisure facilities, children's play area; playing pitches

Site F

Do you broadly agree or disagree with site F as a potential land use option (suggested use: mixed use / employment led)

- 90.9% of respondents answered this question
- 25% broadly agree; 75% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- Traffic congestion
- No need for development
- Would lead to urban sprawl
- Important area for wildlife
- Infrastructure concerns
- Would ruin the area for existing residents
- There is a need for small industrial units
- Railway line provides physical barrier to limit further expansion
- Good location and transport links
- Easy access
- Minimal impact on existing dwellings / residents
- Close to school
- Close to town centre
- Well served by public transport
- Lower visual impact than other sites
- Some acceptance that development here is one of the 'least worst' options
- Suggested alternative uses: employment only; housing only; playing fields

Site G

Do you broadly agree or disagree with site G as a potential land use option (suggested use: employment)

- 90.7% of respondents answered this question
- 29% broadly agree; 71% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- Development not needed
- Need to improve road links
- Would ruin the area for existing residents
- Too far from the town centre and railway station – encourages car based trips
- Schools are full
- Infrastructure concerns
- Need to consider wildlife and ecology
- Traffic congestion, particularly A538
- Agricultural land
- Minimal impact on existing dwellings / residents
- Would need a cycle route installed
- Need for units for small businesses
- Need to provide jobs to drive the local economy
- Good road access / access to airport and motorway
- Potential for a science park?
- Some acceptance that development here is one of the 'least worst' options
- Suggested alternative uses: residential, playing fields, sports facilities, retail

Site Ha

Do you broadly agree or disagree with site Ha as a potential land use option (suggested use: residential)

- 90.2% of respondents answered this question
- 14% broadly agree; 86% do not agree



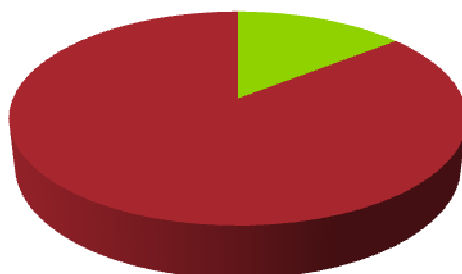
Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- No physical barrier to limit further expansion
- Too close to Handforth
- Too close to Woodford
- Lack of school places
- Traffic congestion
- Access issues
- Infrastructure concerns
- Loss of character of Dean Row
- Important to maintain separation between Wilmslow and the Greater Manchester conurbation
- Too far from the town centre – would not encourage walking / cycling
- Important are for wildlife
- Would represent ribbon development
- Any development should be sensitive to the local area
- Easy walking distance to Summerfields
- Good access to the bypass
- Suggested alternative uses: children's play area, sports facilities

Site Hb

Do you broadly agree or disagree with site Hb as a potential land use option (suggested use: residential)

- 89.8% of respondents answered this question
- 14% broadly agree; 86% do not agree



■ Yes ■ No

Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Important area for plants and wildlife
- Would ruin the area for existing residents
- Footpaths
- Traffic congestion
- Impact on character of Dean Row
- Would lead to urban sprawl
- No physical barrier to limit further expansion
- Insufficient school places
- Potential flood risk
- Too close to Woodford development
- Separation between Wilmslow and Woodford
- Separation between Wilmslow and Greater Manchester conurbation
- Infrastructure concerns
- Lack of public transport
- Too many dwellings proposed
- Agricultural land
- Access issues
- Too far from shops, services and town centre – would increase car travel
- Good access to the bypass
- Council owned land – could help to fund projects
- Walking distance to Summerfields

Q5 Town Centre

Do you broadly agree with the principles for improvements in the Town Centre?

- 90.8% of respondents answered this question
- 35% broadly agree; 65% do not agree



Key themes emerging from consultation:

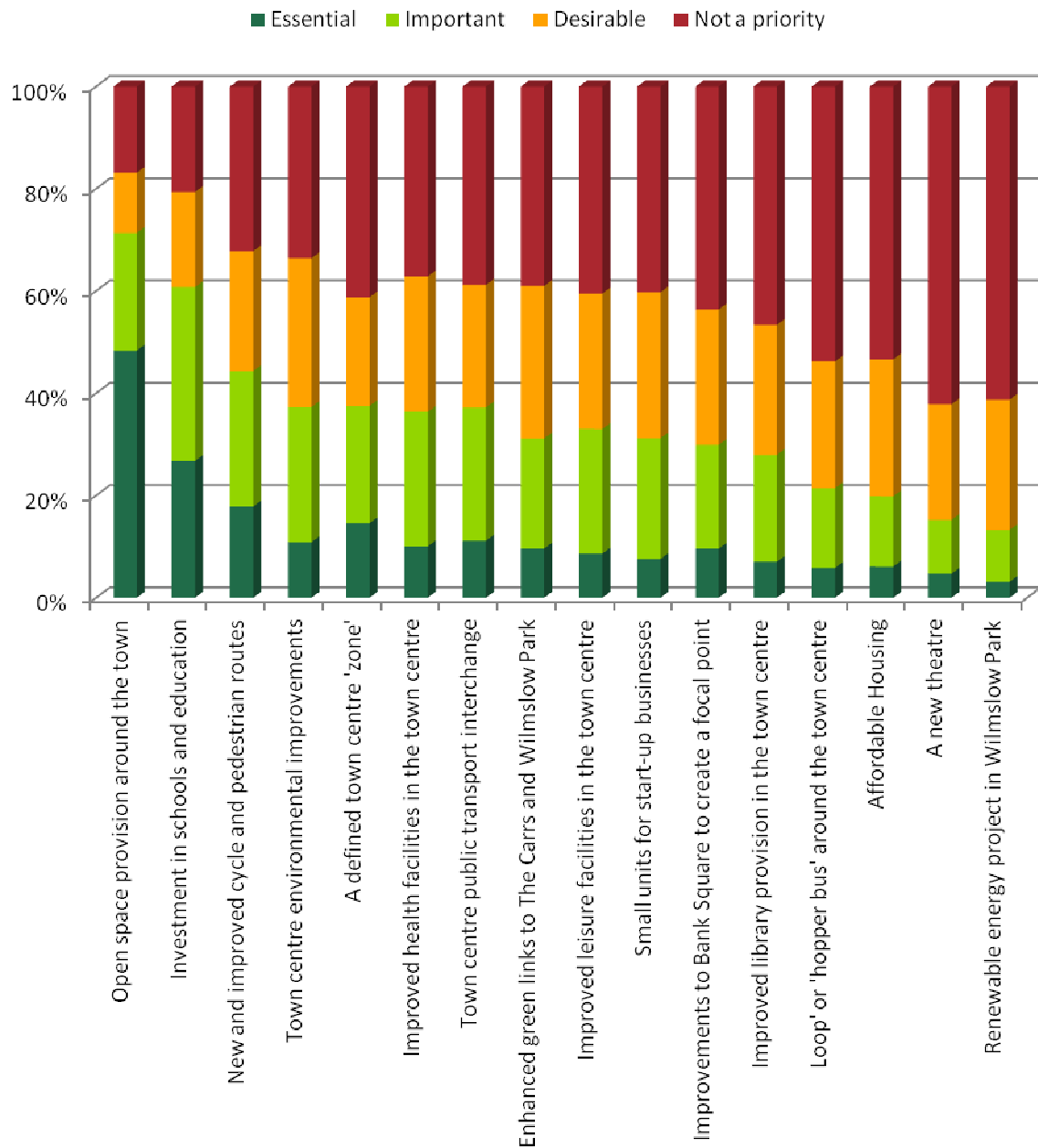
- Proposals too vague; not enough detail
- Overall disagreement with proposals to move library and leisure centre
- Overall disagreement with any proposal to build on Rectory fields
- Overall disagreement with proposals for a lifestyle centre
- General support for updating library / leisure centre but not redevelopment
- Open spaces in town should be maintained
- Views that another supermarket is unwanted
- Further development of the town centre will mean more empty premises
- Mixed views on car parking. Some consider it should be improved / made free whilst others think that there is sufficient parking and more would attract more cars / congestion
- Some concerns whether a shared-space scheme is appropriate for a through-route
- Reduce rents and rates for shops
- Disagreement on proposal for a new theatre – some support whilst others question need / viability. There are already theatres in Wilmslow
- Inconsistency in aim to reduce traffic whilst increasing parking provision to encourage it
- Some support for public transport improvements but questions over whether they could be made to work – size of town, demographics; suggestions that a hopper bus would increase congestion
- Mixed views on traffic calming / 20mph zone – some support a more pedestrian-friendly environment but others consider that it would cause more congestion / prevent people from coming to the centre
- Area around Tesco Express is scruffy and needs improvements
- Some suggestions that a small cinema would be welcomed
- Some consider that Bank Square it is too small for a focal point whilst others consider that it is in the wrong location; a focal point could be a hotspot for trouble
- The town has too many charity shops / building societies / bars
- Concerns over funding of proposals

- Concern over the level of vacant offices and shops
- Some support for increased number of residential properties in the centre
- General maintenance / sprucing-up / planting etc is very important
- Mixed views on gateways – some consider that they would enhance the town whilst others feel they are unnecessary
- High school should not be expanded further
- Improved cycle lanes and footpaths; access to The Carrs / green spaces
- Improve what already exists rather than making large changes
- Enhancement of the area around the station is important
- Suggestion for a park and ride scheme
- Support for independent retailers
- Problem of anti-social behaviour at night
- Retention of Romany's Vardo and memorial garden
- Completion of A555 link road could reduce traffic in the town centre
- Landscape area in front of viaduct to provide attractive gateway
- Some suggestions of a cover for Grove Street
- Programme of community and arts events in town
- Artisan market is a popular addition to town centre offer
- Mix of shops is geared towards wealthy – need some everyday basic shops for families
- 'Greening' the town
- Some support for a 'walking and cycling town' but also many comments that it is either unrealistic or not desirable

Q6 Community Infrastructure Priorities

What level of priority do you think the community infrastructure projects listed below should be given?

	Essential	Important	Desirable	Not a Priority
Town centre public transport interchange	11.1%	26.1%	24.0%	38.8%
Loop' or 'hopper bus' around the town centre	5.8%	15.6%	24.8%	53.8%
New and improved cycle and pedestrian routes	17.8%	26.5%	23.4%	32.2%
Open space provision around the town	48.4%	23.0%	11.8%	16.9%
Improved health facilities in the town centre	10.0%	26.3%	26.5%	37.2%
A defined town centre 'zone' inc. 20mph, improved car parking, traffic calming, enhanced gateways and signage	14.6%	22.9%	21.3%	41.2%
Renewable energy project in Wilmslow Park	3.1%	10.1%	25.5%	61.2%
Affordable Housing	6.1%	13.8%	26.8%	53.3%
Small units for start-up businesses	7.6%	23.6%	28.5%	40.3%
A new theatre	4.7%	10.6%	22.6%	62.2%
Improved leisure facilities in the town centre	8.6%	24.4%	26.5%	40.5%
Investment in schools and education	26.8%	34.0%	18.6%	20.6%
Improved library provision in the town centre	7.0%	20.9%	25.4%	46.6%
Town centre environmental improvements	10.8%	26.4%	29.1%	33.6%
Enhanced green links to The Carrs and Wilmslow Park	9.6%	21.6%	29.8%	39.0%
Improvements to Bank Square to create a focal point	9.6%	20.3%	26.5%	43.6%
Town centre public transport interchange	11.1%	26.1%	24.0%	38.8%
Loop' or 'hopper bus' around the town centre	5.8%	15.6%	24.8%	53.8%
New and improved cycle and pedestrian routes	17.8%	26.5%	23.4%	32.2%
Open space provision around the town	48.4%	23.0%	11.8%	16.9%
Improved health facilities in the town centre	10.0%	26.3%	26.5%	37.2%
A defined town centre 'zone' inc. 20mph, improved car parking, traffic calming, enhanced gateways and signage	14.6%	22.9%	21.3%	41.2%
Renewable energy project in Wilmslow Park	3.1%	10.1%	25.5%	61.2%



Q7 Other Infrastructure Priorities

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

Key themes emerging from consultation:

- Town environmental improvements: Grove Street public realm scheme; enhanced gateways; removal of street clutter; enhancements to Bank Square; covered seating area
- Improved public toilet facilities
- Cinema
- Free parking in the town centre
- Improved public transport: night bus service to Manchester; connection to Manchester Metrolink; bus links to surrounding villages; general improvements to bus service
- Road improvements: general improvements; re-design town centre traffic flow; completion of Airport link road from Handforth; traffic calming on busy routes
- Preservation of Romany vardo and memorial garden
- Improvements to general appearance of whole town
- Protect Green Belt
- Improved facilities and access for disabled people
- Investment in innovation, education and business start-ups: a new High School, a new business park / science park
- Facilities for young people
- Continue the Artisan market
- Venue for cultural activities (arts centre) / town centre community hall
- Safer cycling routes
- Improved range of shops
- Town centre programme of events
- Improved leisure and fitness facilities
- A recycling centre
- More policing
- Better footpaths
- Nursing homes / assisted living
- Wildlife protection
- Free town centre wi-fi
- Community garden / farm / allotments
- Improved hospital provision

Q8 Additional Comments

Please include any additional comments that you would like to make on the draft Wilmslow Vision.

Key themes emerging from consultation:

- Leave the town alone
- Document too long, vague, wordy, repetitive, lacks specific ideas for implementation
- Confusion between aims and objectives – they seem very similar
- Questionnaire too complicated; questions biased
- Need sheltered accommodation for disabled young people
- Locations and boundaries of sites listed are too ambiguous; the map needs far more detail; photos of the areas being considered would have helped
- Programme of edible planting around the town
- Repair and resurface the roads
- Charter for developers to make lots of money
- Public facilities should be in central locations
- Need to plan better for old age and disability
- Introduce a better mix of properties and tenures at Colshaw Farm estate
- Lack of consultation on the document / should have been delivered to every home / consultation period too short / availability of documents at leisure centre / not enough publicity
- Previous initiatives have led to little real action
- Document should contain clear commitment to protect an attractive and successful town
- Document shows little understanding of Wilmslow or its history
- Huge numbers of empty houses, shops and office need to be addressed
- Suggestions of ‘filling the Council’s coffers’
- Need to properly develop the argument for taking land out of the Green Belt
- Questions over how representative the stakeholder group were, and whether their views were ignored
- Allegations of conflicts of interest for the consultants and CEC Member
- Connection between well-being and access to green space
- The document is a waste of tax-payers money in times of recession
- Need growth to stimulate the economy in austere times
- The Council’s site on the corner of Chapel Lane / Beddells Lane could be used for housing
- Concerns over sewerage and water supply systems
- One way system in Green Lane (for bus use only)
- Air quality in Wilmslow is generally good but concentrations of Nitrogen Dioxide are approaching air quality standards around Altrincham Road, Church Street and Mill Street
- Why did the Council recently close Oaklands Infant School?
- Take account of the National Planning Policy Framework
- Wilmslow is tired and needs energising
- Need to consider Handforth and Alderley Edge alongside Wilmslow
- Various suggestions of Council incompetence

- Need to look at needs strategically across the whole of Cheshire East
- Opposition to site for Gypsies / Travellers
- Overall document is not locally-distinctive enough
- Concern over funding of affordable housing
- Why is the proposed country park between Wilmslow and Alderley Edge not included?
- Lack of information on the CIL – who pays, how much, when?
- Confusion over relationship between SHLAA and Wilmslow Vision
- More reference to history – Churches, industry, Roman times, Alan Turing...
- More reference to tourism
- Possibility of allowing enabling development at Pownall Hall School to fund improvements to the school
- Confusion between town centre plans and Local Plan process
- Opposition to gentlemen's club
- Lack of information on what the 'renewable energy project' would entail
- Need full detail of all brownfield sites
- Could land for sale next to Wilmslow Health Centre be used for housing?
- No mention of night-time economy – restaurants, pub sector etc
- More emphasis needed on crime and fear of crime
- 9.5ha site at Little Stanneylands suggested for housing
- Suggestion to use the Remenham site for housing
- SHMA statistics related to Wilmslow, Handforth and Alderley Edge
- Suggestion to include land at Ryleys Farm, Alderley Edge up to the new bypass
- Wilmslow is a dormitory town and should remain so
- Views that the old police station building should not have been replaced by flats
- Infrastructure must be provided alongside new housing, not as an afterthought
- Suggestion that housing could be built on the site of The Coach House, Alderley Road
- Suggestion that housing could be built on land bounded by Racecourse Road and Greaves Road
- Suggestion that housing could be built on land at Rotherwood Road
- Suggestion that leisure and employment uses, housing and a country park could be developed on land south-east of Wilmslow
- As the fourth-largest town in Cheshire East, Wilmslow will need to take its fair share of development
- Why are no sites to the west of the town considered?
- Youth disturbances / boy racers / drug problem

**APPENDIX 4 – TOWN STRATEGIES – COMPLETED STRATEGIES APPROVED BY
THE RESPECTIVE TOWN COUNCIL**

ALSAGER

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/alsager_town_strategy.aspx

CONGLETON

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/congleton_town_strategy.aspx

MIDDLEWICH

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/middlewich_town_strategy.aspx

SANDBACH

http://www.cheshireeast.gov.uk/environment_and_planning/planning/spatial_planning/cheshire_east_local_plan/local_plan_consultations/town_strategies/sandbach_town_strategy.aspx

WILMSLOW

<http://www.wilmslow-tc.org.uk/news.php?template=2&id=622>

This page is intentionally left blank