Public Document Pack

Cabinet

Agenda

Date:	**Tuesday, 10th October, 2017**
Time:	**2.00 pm**
Venue:	**Committee Suite 1, 2 & 3, Westfields, Middlewich Road, Sandbach CW11 1HZ**

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 in the report.

It should be noted that Part 1 items of Cheshire East Council decision-making meetings are audio recorded and the recordings are uploaded to the Council's website.

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

1. **Apologies for Absence**

2. **Declarations of Interest**

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

3. **Part 2 Private Agenda - To Respond to any Representations Received** (Pages 5 - 6)

   To respond to any representations received regarding the reasons for any matters on this agenda being considered in private.

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

   In accordance with Procedure Rules Nos.11 and 35 a period of 10 minutes is allocated for members of the public to address the meeting on any matter relevant to the work of the body in question. Individual members of the public may speak for up to 5 minutes but the Chairman or person presiding will decide how the period of time allocated for public speaking will be apportioned where there are a number of

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speakers. Members of the public are not required to give notice to use this facility. However, as a matter of courtesy, a period of 24 hours' notice is encouraged.

Members of the public wishing to ask a question at the meeting should provide at least three clear working days' notice in writing and should include the question with that notice. This will enable an informed answer to be given.

5. **Questions to Cabinet Members**

A period of 20 minutes is allocated for questions to be put to Cabinet Members by members of the Council. Notice of questions need not be given in advance of the meeting. Questions must relate to the powers, duties or responsibilities of the Cabinet. Questions put to Cabinet Members must relate to their portfolio responsibilities.

The Leader will determine how Cabinet question time should be allocated where there are a number of Members wishing to ask questions. Where a question relates to a matter which appears on the agenda, the Leader may allow the question to be asked at the beginning of consideration of that item.

6. **Minutes of Previous Meeting** (Pages 7 - 24)

To approve the minutes of the meeting held on 12th September 2017.

7. **Notice of Motion - Alcohol Advertising** (Pages 25 - 32)

To consider the motion.

8. **Notice of Motion - Schools Education Funding** (Pages 33 - 46)

To consider the motion.

9. **Safer Parking for Communities around Schools** (Pages 47 - 54)

To consider a formal response to the findings and recommendations of the Task and Finish Group on Safer Parking for Communities around Schools.

10. **Education Travel Policy** (Pages 55 - 74)

To consider a report seeking approval to consult on Education Travel Policy.

11. **Support for Syrian Refugees and Asylum Seekers** (Pages 75 - 86)

To consider an update report on the three programmes under support for Syrian Refugees and Asylum Seekers.

12. **Crewe Hub Consultation - Cheshire East Response** (Pages 87 - 108)

To consider a report on the Council's response to the Government's consultation on options for the Crewe Hub.

13. **Royal London Development Framework** (Pages 109 - 210)

To consider a report on a revised Royal London Development Framework to help guide future planning applications for development within the site.

14. **Everybody Sport & Recreation Annual Performance Report 2016 - 17** (Pages 211 - 256)

To consider the Annual Performance Report from “Everybody Sport & Recreation” for the financial year 2016-17 in respect of the delivery of a leisure service on behalf of the Council.

15. **Apprenticeship Levy Procurement Framework** (Pages 257 - 262)

To consider a report providing an update following a previous report submitted to Cabinet on 17th January 2017 on the way forward for the procurement of apprenticeship training provision across the Council, ASDVs and maintained schools.

16. **Sale of Land at Longridge, Knutsford** (Pages 263 - 272)

To consider a report on the proposed sale of land at Longridge, Knutsford.

17. **Exclusion of the Press and Public**

The report or a part thereof relating to the remaining item on the agenda has been withheld from public circulation and deposit pursuant to Section 100(B)(2) of the Local Government Act 1972 on the grounds that the matter may be determined with the press and public excluded.

The Cabinet may decide that the press and public be excluded from the meeting during consideration of the item pursuant to Section 100(A)4 of the Local Government Act 1972 on the grounds that it involves the likely disclosure of exempt information as defined in Paragraphs 3 and 5 of Part 1 of Schedule 12A to the Local Government Act 1972 and the public interest would not be served in publishing the information.

PART 2 – MATTERS TO BE CONSIDERED WITHOUT THE PUBLIC AND PRESS PRESENT

18. **Sale of Land at Longridge, Knutsford** (Pages 273 - 274)

To consider the confidential appendix to the report.

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REPRESENTATIONS RECEIVED IN RESPECT OF AN ITEM INCLUDED IN PART 2 OF THE AGENDA

In accordance with the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the Council is required to give at least 28 clear days' notice of the intention to consider a matter in private at a meeting of the Cabinet or a Portfolio Holder, that is, with the public and press excluded from the meeting. The notice, which is published on the Council's website as part of its Forward Plan, must include a statement of the reasons for the matter to be considered in private. A second notice must be published at least five clear days before the meeting which must include, in addition to the information above, details of any representations received about why the matter should be considered in public and a statement in response to any such representations.

An item has been included on the agenda for this meeting in relation to the Sale of Land at Longridge, Knutsford. The report includes an appendix which contains exempt information of the following categories:

> 3. Information relating to the financial or business affairs of any particular person (including the authority holding that information).
>
> 5. Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings.
>
> Information is exempt if and so long as in all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

It may be necessary for Cabinet to exclude the public and press from the meeting in order for the contents of the appendix to be discussed. Notice of this has been given on the Forward Plan in accordance with the 2012 Regulations. Initially, the Notice indicated that the whole item would be considered in Part 2; this was subsequently amended to refer to a partial exemption.

The Council has received the following representations from Debbie Jamison, Knutsford Residents in Over Ward (KROW):

"I have now seen the revised text in the forward plan notice on the website, indicating partial exemption.

I would like to confirm that I am still maintaining an objection that I wish you to communicate to the Leader Cllr Bailey and Acting Chief Executive Kath O Dwyer.

1. It would appear that the Local authority is in part protecting itself and this is a conditional sale which implies that the Council will benefit assuming it grants planning permission.

   Information is not exempt if it relates to proposed development for which the local planning authority may grant itself planning permission pursuant to Regulation 3 of the Town & Country Planning General Regulations 1992(a).

2. The decision requested still asks Cabinet to approve an outcome before a public consultation has been concluded and the results communicated to them. As this is part of a process, which if conducted incorrectly could lead to scrutiny by a Government minister, and threatens to override public interest, then I am sure that the Leader and cabinet would prefer that the matter is progressed in two stages - if at all!. I ask that the cabinet be requested only to consider the potential disposal of public open space, with all relevant information discussed to understand the circumstances of the request being made AND the potential risks to the Council reputation if it proceeds without emphatically exhausting all other options, and/or following due process.

   When this decision was first put to Cabinet informally, it is clear that they were not made aware of all the facts which have come to light since. Or perhaps they were - hence the attempt to push through with a full exemption."

The Council's response to these representations is as follows:

1) The exempt information contained within the appendix to the Cabinet Report relates to financial matters and information relating to legal professional privilege in respect of the proposed disposal of Council owned land. The report does not consider the planning merits of the future use of the land concerned.

2) The exempt information does not relate to proposed development of land by the Council nor the Council granting planning permission to itself.

3) The determination of planning applications is a non-Executive function of the Council is not determined by Cabinet.

4) The Council is required to follow a statutory process prior to the proposed disposal of public open space and this is set out in the Cabinet report.

5) The Council is satisfied that the information falls within paragraph 3 & 5 of the exempt information categories contained within paragraph 10.4 of the access to information procedure rules in the council's constitution and contains information relating to the financial or business affairs of any particular person and in respect of which a claim to legal professional privilege could be maintained in legal proceedings.

6) The public interest in maintaining the exemption outweighs the public interest in disclosing the information.

CHESHIRE EAST COUNCIL

Minutes of a meeting of the **Cabinet**
held on Tuesday, 12th September, 2017 at Committee Suite 1,2 & 3, Westfields, Middlewich Road, Sandbach CW11 1HZ

PRESENT

Councillor Rachel Bailey (Chairman)
Councillor D Brown (Vice-Chairman)

Councillors A Arnold, P Bates, J Clowes, J P Findlow, D Stockton, G Hayes and L Wardlaw

Members in Attendance
Councillors Rhoda Bailey, G Baxendale, S Corcoran, S Gardiner, M Grant, L Jeuda, J Macrae, B Moran, J Rhodes, B Roberts, J Saunders, M Simon, B Walmsley and G Williams

Officers in Attendance
Kath O'Dwyer, Frank Jordan, Peter Bates, Mark Palethorpe, Dan Dickinson, Jan Willis and Paul Mountford

Apologies
Councillors P Groves and L Durham

38 DECLARATIONS OF INTEREST

The Chairman, Councillor Rachel Bailey, and Councillor L Wardlaw, as landowners, declared an interest in Item 7 – 'Notice of Motion – Badger Culling'.

39 PUBLIC SPEAKING TIME/OPEN SESSION

James Routs, Head of Marketing and Business Development for the Knutsford Multi-Academy Trust, spoke in relation to a report on the agenda regarding the removal of free bus travel for a number of Knutsford Academy students that lived in the Mobberley area, which was a matter of concern for the school and parents. He questioned the basis of the calculations in relation to the distance that children travelled to school. He also said that part of the walk to school was along a section of road where drivers were known to drive above the national speed limit. Finally, he said that in winter months children would be walking in the dark and in cold wet weather which would impact on their education and wellbeing.

Rachel Pendleton asked a number of questions in relation to the Middlewich Eastern Bypass regarding the funding for the original route, the Council's financial commitment to the new route and why section 106 funds for the bypass included time constraints. The Portfolio Holder for Highways and Infrastructure undertook to provide a written answer.

Mrs D Wheeler asked a question in relation to Item 10 on the agenda concerning a proposed new history centre for Crewe. She asked whether, given the estimated cost of demolition of the former library building, which she said was an obvious candidate for Grade 2 listing status under Historic England's current strategic objectives, the Council would give consideration, in liaison with Heritage Lottery Fund grant officers if necessary, to a revised or alternative plan which would redirect funding towards the preservation and enhancement of the existing building rather than demolition. The Portfolio Holder for Regeneration undertook to provide a written reply.

Councillor Jane Smith of Alsager Town Council spoke in relation to Item 7 concerning a notice of motion on badger culling. She asserted that the scientific evidence showed that culling was ineffective in tackling bovine TB, that wildlife crime in cull zones increased exponentially and that there would be significant costs incurred in policing any cull zones. She called on the Council to prohibit the culling of badgers on its land, including its farm land.

Councillor Simon Yates of Crewe Town Council spoke in relation to Item 9 regarding the regeneration of Crewe town centre. He commented that Crewe Town Council was positive that the package of investments by local government and the private sector that Cheshire East had succeeded in bringing together was an excellent step forward and offered a real future for the people of Crewe and the surrounding area. It also demonstrated how effectively the two councils had been able to work together. However, he did express disappointment that the initiative by Crewe Town Council to establish with Cheshire East Council a Partnership Board to supervise the work which had resulted in the Markets proposal had not been recognised. In supporting the proposals for the regeneration of Crewe town centre, he made a number of specific suggestions for ensuring that local councillors, people and businesses were fully engaged with the scheme. Finally, he stressed the need to address the issues of affordable housing in the town centre and much needed infrastructure improvements for Crewe. The Leader thanked Councillor Yates and referred to the Royal Arcade proposal as the anchor for the regeneration of Crewe town centre. She added that partnership working had helped to make this work.

40 **QUESTIONS TO CABINET MEMBERS**

Councillor L Jeuda asked why the Council was embarking on a review of its constitution at a time when the Council was in a state of flux with several senior officers missing and others occupying temporary posts. The Portfolio Holder for Corporate and Legal Services responded that the review of the constitution was being undertaken as part of an improvement agenda that aimed to bring greater efficiency and transparency into the Council’s decision-making processes. The Leader added that with regard to the reference to the Council being in a state of flux, the Council was addressing a number of historic issues in an open and transparent way. At

the Leader's invitation, the Acting Chief Executive commented that whilst it was the case that the Council was having to deal with a number of historic matters, it was seeking to ensure that its current arrangements were as robust as possible. Other members of the Cabinet then outlined ways in which the Council was moving forward positively.

Councillor S Corcoran referred to a culture of bullying at Cheshire East Council and suggested that an external review, as previously proposed by his group, would help to restore the reputation of the Council. The Leader responded that the issue of bullying had been referred to the body responsible for such matters under the Council's governance arrangements, namely the Staffing Committee, and that there was now a regular agenda item on the wellbeing of the Council's staff. At the Leader's invitation, the Acting Chief Executive reiterated comments made previously that the staff were the Council's greatest asset and that without them the Council could not deliver the high quality services to its residents that it desired. Senior managers were looking at a range of ways in which to provide greater support for staff and to improve channels of communication.

Councillor G Williams referred to the successful international 'Chalk it Up' festival in Crewe and asked if the Portfolio Holder could provide an update on the wider visitor economy. The Portfolio Holder for Highways and Infrastructure responded that the festival had attracted a considerable number of visitors into Crewe and it was a phenomenal success as the first event of its kind in the UK. A formal report on the outcome of the event was awaited. As regards the wider visitor economy, this grew at just under 5% last year, with 16 million visitors coming into the Borough, worth £895M to the local economy. 400 new jobs had been created in the sector.

Councillor M Grant welcomed the new plans for Crewe town centre, including the market, but stressed that this needed to be done as quickly as possible. The Leader appreciated her comments.

Councillor S Gardiner asked if the Portfolio Holder for Highways and Infrastructure would join him in thanking Sarah Flannery and others involved in organising a recent event in Knutsford featuring the 65th anniversary of the trial of Alan Turing. The Portfolio Holder for Highways and Infrastructure agreed that the event had been very well done and had been very moving. The Portfolio Holder for Finance and Communities referred to a letter from Sarah Flannery thanking various members and officers at Cheshire East for helping to make the four day event a success.

Councillor Gardiner also asked about progress with the bus service review. The Portfolio Holder for Highways and Infrastructure responded that following the consultation, a report would be submitted to Cabinet in November. He reaffirmed his willingness to meet with representatives of town and parish councils.

41 **MINUTES OF PREVIOUS MEETING**

RESOLVED

That the minutes of the meeting held on 22nd August 2017 be approved as a correct record.

42 **AVAILABLE WALKING ROUTES TO SCHOOL PROGRAMME - PHASE 2**

Cabinet considered a report seeking authority to proceed with Phase 2A of the Available Walking Routes to School programme.

The programme would involve community engagement between 20th September and 17th October 2017 in line with the planned programme set out in Appendix 1 to the report, and involved a review of the route between Mobberley and Knutsford Academy and between Mobberley and Knutsford Academy, The Studio.

RESOLVED

That Cabinet authorises the proposed community engagement on the removal of free transport between Mobberley and Knutsford Academy and between Mobberley and Knutsford Academy, The Studio on the basis that the route is now assessed as an available walking route.

Note: at this point, having declared an interest in the next following item earlier in the meeting, the Chairman, Councillor Rachel Bailey, left the meeting. The Deputy Leader, Councillor D Brown, took the chair. Councillor L Wardlaw, who had also declared an interest in the item, decided to remain to listen to the debate but took no part in the discussion or voting thereon.

Councillor D Brown in the Chair

43 **NOTICE OF MOTION - BADGER CULLING**

Cabinet considered the following motion which had been moved by Councillor S Corcoran and seconded by Councillor L Jeuda at the Council meeting on 27th July 2017 and referred to Cabinet for consideration:

> *"This Council notes the failure of government policy to deal with bovine TB, notes the RSPB's position in opposing badger culling and promoting vaccination of badgers and resolves to oppose any culling of badgers on its land."*

The report stated that there were areas of Cheshire East where Bovine TB was endemic, and known to be in wildlife as well as cattle. Whilst vaccination remained appropriate in relation to low incidence areas/uninfected badgers, it was unlikely on its own to provide a solution

to the problem. The Council would enforce legislation to prevent and control the spread of disease as part of its statutory duty under the Animal Health Act and it supported and advocated good on-farm bio-security. However, the Council would not engage in the culling of badgers on land under its direct control.

The Portfolio Holder for Adult Social Care and Integration, as Portfolio Holder for Rural Affairs, reported a correction to paragraph 5.4 of the report which should have read as follows:

> "*It is understood that the Animal Plant Health Authority (APHA) has advised that nationally there have been 10 applications for culling to consider and in all likelihood all 10 areas will be granted permission to proceed. There are likely to be further applications including applications from within Cheshire."*

The Portfolio Holder then updated this position by reporting that as of yesterday evening, 11 licences had been granted to cull areas, including one area in Cheshire.

Councillors Corcoran and Jeuda attended the meeting and spoke in support of the motion.

RESOLVED

That

1. it be noted that the Council's current position is not to undertake culling on land under its direct control; and

2. the motion be not supported for the reasons outlined in the report.

At the conclusion of this item, Councillor Rachel Bailey was invited to return to the meeting.

Councillor Rachel Bailey in the chair

44 MIDDLEWICH EASTERN BYPASS

Cabinet considered an update report on the outline business case for Middlewich Eastern Bypass.

Cabinet had endorsed the submission of the outline business case to Government at its meeting in April 2017. The Secretary of State's decision was pending. To ensure that the fast track project programme was sustained, the report proposed that works commence to prepare for the submission of a planning application.

RESOLVED

That Cabinet

1. notes the update on the outline business case for Middlewich Eastern Bypass which is currently with the Department for Transport;

2. agrees that the work requirements as set out in the report to prepare a planning application for the Middlewich Eastern Bypass proceed;

3. notes that it is anticipated that this application will be submitted to the Planning Authority by Spring 2018, subject to the DfT's decision on programme entry;

4. authorises the Executive Director of Place, in consultation with the Portfolio Holder for Highways and Infrastructure, to make all necessary arrangements for the preparation of a planning application for the preferred route option; and

5. agrees that the Council continue to seek third party funding contributions towards the Middlewich Eastern Bypass.

45 **CREWE TOWN CENTRE REGENERATION PROGRAMME: MAJOR INVESTMENT DECISIONS**

Cabinet considered a report on the regeneration of Crewe town centre.

The Council had invested £6m in acquiring the Royal Arcade properties, which included the bus station. In November 2015, the Council committed to seeking a commercial development partner to lead in delivering a leisure-led, mixed-use redevelopment of the site. Following a robust procurement process, the Council had selected a consortium comprising Cordwell Property Group and Peveril Securities as its preferred development partner. The report sought approval to enter into a development agreement to deliver the scheme, which would include a new cinema, restaurants, shops, a new bus station and a multi-storey car park. The report also included proposals to improve the town's markets and invest in the public realm.

RESOLVED

That Cabinet

1. subject to a formal decision by Cheshire & Warrington LEP, accepts a grant of £10m Local Growth Funding to support the delivery of projects in the Crewe town centre regeneration programme (as detailed in the report), with authority for entering into a formal funding agreement to be delegated to the Executive Director Place, in consultation with the Portfolio Holder for Finance and Communities, Portfolio Holder for Regeneration and Portfolio Holder for Highways and Infrastructure;

2. authorises the Director of Legal Services to enter into a development agreement with Peveril Securities Ltd to secure the redevelopment of the Royal Arcade site, to include a cinema, other leisure uses, retail uses, a new bus station, car park and public realm (area 1a and 1b) within the site; a lease of part of the site be granted to Peveril Securities for a period of 200 years (Appendices1-7 provide location plans and development proposals, including a summary of the provisions within the development agreement (Appendix 5));

3. notes that the redevelopment will be subject to planning and highways approval by the Council, as Local Planning Authority, at a later date;

4. delegates authority for any decisions ancillary to the development agreement to the Executive Director Place, in consultation with the Director of Legal Services, the Chief Financial Officer/s151 Officer and the Head of Assets and the Portfolio Holder for Regeneration and other appropriate Portfolio Holder(s), including to:

    (a) negotiate and enter into all legal agreements required to support the delivery of the Development Agreement and the Head Lease to the development partner, including the final demise of the Head Lease and any agreements ancillary to the Development Agreement and the Head Lease and any variations required to the Development Agreement which fall within the scope of this contract award;

    (b) take all actions required to facilitate vacant possession of the development site and in respect of undertaking the statutory process to dispose of any of areas of public open space within the development site and, in support of this, to note that the Council will not enter into any new agreements for occupancy of vacant units;

    (c) as reasonably required to:

        (i) take all actions necessary for the acquisition, extinguishment or otherwise rendering ineffective any third party interests over the Development Site or to appropriate such land so as to come within the provisions of section 237 of The Town and Country Planning Act 1990;

        (ii) use all reasonable endeavours as land owner to assist with any application for any Stopping Up Order as made by the Developer;

        (iii) release or procure the release of any rights, covenants and other interests over the Development Site insofar as it has the right to do so and provided that such

release would not put the Council in breach of any obligation to a third party or parties; and

(iv) take such steps, in relation to the open space within the Development Site under either S123 Local Government Act 1973 or Part IX Town and Country Planning Act, as will enable its disposal within the Development Agreement arrangements.

5. as part of the development agreement, agrees to transfer budgets into the Council's main Capital Programme from the Addendum allocated for the Crewe Town Centre Regeneration Programme as follows:

(a) up to a maximum of £3.745m towards the cost of the development of a new Crewe town centre bus station, to be retained in the freehold interest of the Council;

(b) up to a maximum of £150,000 towards the costs of securing vacant possession of the Royal Arcade site, prior to the granting of a licence/lease to Peveril Securities Ltd;

(c) up to a maximum of £9.465m towards the cost of a new multi-storey car park (MSCP) within the Royal Arcade site, to be retained in the freehold ownership of the Council;

(d) up to a maximum of £4.1m towards the cost of public realm on Council land/highway in Crewe town centre in the area immediately adjacent to the Royal Arcade site (area 1b), and to agree to vary the original terms of its procurement to include up to this amount within the development agreement;

(e) up to £3.49m towards the cost of public realm on Council land/highway in Crewe town centre in the area around the Market Hall and other parts of the town centre (area 2), as indicated in Appendix 7, with authority for commencing procurement and entering into a contract for the these works to be delegated to the Executive Director – Place, in consultation with the Portfolio Holder for Regeneration and Portfolio Holder for Highways & Infrastructure.

6. notes that resolution 5 above will be subject to the final stage approval of the business case by the Portfolio Holder for Finance and Communities and the Director of Finance and Procurement;

7. having considered the alternative options for the future of Crewe's markets (Market Hall, Market Sheds and outdoor/on-street market), agrees to

(a) endorse the recommended option for the future of Crewe Market Hall, in terms of its physical form, operation and

governance, which will require remodelling and refurbishment of the interior, and some changes to its exterior façade (Phase 1);

(b) delegate a decision on the preferred option and to take all actions required, including negotiating and entering into any legal agreements and the servicing of notices relating to the current and future occupation of the defined market site in order to implement the preferred option, following public consultation in October 2017, to the Executive Director – Place, in consultation with the Portfolio Holder for Finance & Communities and the Portfolio Holder for Regeneration.

8. subject to resolutions 7 (a) and (b) above, agrees to

(a) transfer a budget of £3.9m into the main Capital Programme from the Addendum allocated for the Crewe Town Centre Regeneration Programme, in order to meet the costs required to undertake the remodelling of Crewe Market Hall (Phase 1) and any subsequent works related to future decisions relating to Crewe markets (Phase 2);

(b) consider a potential requirement to use a proportion of the identified budget to secure vacant possession of the Market Hall, prior to any potential remodelling;

(c) commence the procurement of a service operator for all, or some of the Crewe market operations, currently undertaken on behalf of the Council by ANSA, to include consideration of legal, financial, property and HR implications;

(d) delegate authority for any subsequent key decisions over these Market investments, vacant possession and the appointment of a service operator to the Executive Director – Place, in consultation with the Portfolio Holder for Finance and Communities and the Portfolio Holder for Regeneration;

(e) consider a further report on additional changes (Phase 2) to Crewe markets (Crewe Market Sheds and street traders), with a formal decision to be delegated to the Executive Director – Place, in consultation with the Portfolio Holders for Finance and Communities and Regeneration;

(f) note that, in taking forward the proposals for the markets, the Council intends to work in close collaboration with Crewe Town Council and other key partners, as appropriate, as part of a partnership-based approach to ensure that the implementation of the plans and future operations are undertaken with plans for other events and activities in the town centre.

9. notes that there will be additional revenue implications to the Council, and that these will be identified in the business case to be addressed in relevant base budgets during the Council's budget-setting and budget management process, these relating to:

    (a) the cessation of income to the Assets budget for Royal Arcade, due to redevelopment of the properties;

    (b) future costs of operating the new car park and revenue implications for other car parks in Crewe town centre;

    (c) future costs of operating the new bus station;

    (d) future costs for maintenance of public realm;

    (e) potential loss of income during works to Crewe Market Hall; and

    (f) future costs for maintenance of Crewe Market Hall.

10. notes the development of a draft public realm strategy for Crewe town centre and Area 1 implementation plans, and to agree to consult with appropriate stakeholders prior to a decision on its final adoption, to be delegated to the Executive Director – Place, in consultation with the Portfolio Holder for Regeneration and Portfolio Holder for Highways and Infrastructure; and

11. notes the development of plans for a History Centre to be located in the town centre, subject to securing external funding, which will also play an important role in the regeneration of the town centre and act as a key anchor project for the Civic and Cultural Quarter.

46 **FUTURE ACCOMMODATION FOR CHESHIRE ARCHIVES**

Cabinet considered a report on future accommodation for Cheshire Archives.

Cheshire Archives and Local Studies was a shared service of Cheshire East Council and Cheshire West and Chester. The requirement to relocate the service had been recognised by both authorities and a future service delivery model had been agreed. The model envisaged two new history centres being established in Chester and Crewe. A recent site selection exercise carried out by Halliday Meecham Architects had recommended the old library site as the preferred site for a history centre in Crewe. The report set out the scope and timeline for the project and sought approvals to enable the project to progress. There was a parallel process taking place in Cheshire West and Chester.

RESOLVED

That Cabinet

1. approves the proposed vision for a new History Centre in Crewe;

2. approves applications for funding to support the project, including the application to Heritage Lottery Fund for Cheshire Archives and Local Studies;

3. approves the proposed Terms of Reference for governance of the project;

4. approves the Shared Services Joint Committee making all necessary decisions to deliver the project within agreed budgets;

5. agrees that the 'Old Library' site in Crewe is selected for a new History Centre;

6. notes the proposed timescale for the project;

7. notes the capital costs required to delivery this project, including costs of demolition; and

8. notes that the above recommendations are made subject to Cheshire West and Chester Council's Cabinet on 13th September 2017 approving the proposed Terms of Reference for the governance of the project.

47 **MACCLESFIELD REGENERATION - VISION AND STRATEGY**

Cabinet considered a report on the adoption of a vision and strategy to guide the regeneration of Macclesfield town centre.

It was proposed that the draft vision and strategy document appended to the report be subjected to public consultation, following which the document would be finalised and adopted to provide a clear, unambiguous structure for prioritising and managing regeneration activity in Macclesfield Town Centre over the next 5 years, with the aim of strengthening the resilience of the local economy, enhancing the quality of place, and providing for the needs of the local community.

The Portfolio Holder for Housing and Planning welcomed the endorsement of the strategy by the MP for Macclesfield, Mr David Rutley.

RESOLVED

That Cabinet

1. approves the Consultation Draft of the Vision, Strategy, and Action Plan for the revitalisation of Macclesfield, as attached to the report, for public consultation purposes;

2. delegates authority to the Executive Director Place to authorise any necessary actions to finalise the document and, in consultation with the Portfolio Holder for Housing and Planning, to approve the final version of the document, having regard to representations submitted through the public consultation process;

3. delegates authority to the Executive Director Place, in consultation with the Portfolio Holder for Housing and Planning, to take all actions necessary to progress and implement the delivery of the strategy, including making modifications to the Action Plans contained within the document, subject to any further business cases being made in the normal way for the allocation of associated finances;

4. authorises the spend of up to a further £400K from the existing approved Regeneration and Development Capital Budget to supplement the £1M already approved to enhance the public realm in the core of the Town Centre; and

5. notes that a business case will be developed for capital investment in public realm enhancements in future years, so that it can be considered as part of the medium term financial strategy.

48 **COMMUNITY INFRASTRUCTURE LEVY PROGRESS UPDATE**

Cabinet considered an update report on developing the Community Infrastructure Levy in Cheshire East following consultation on the preliminary draft charging schedule in February – April 2017. The report also sought Cabinet endorsement to consult the public for six weeks on the CIL draft charging schedule and supporting documentation, including the draft regulation 123 list before it was submitted for examination.

RESOLVED

That Cabinet

1. endorses the CIL draft charging schedule (Appendix A to the report) and supporting documentation including the draft regulation 123 list for a six week public consultation;

2. notes the consultation responses received to the preliminary draft charging schedule consultation (Appendix C);

3. notes the further viability and infrastructure evidence supporting the consultation on the draft charging schedule (Appendices B and E) (due to its size, Appendix B is available on the agenda website only);

4. notes the position statement, set out in appendix F, outlining how S.106 policies will be varied following the adoption of CIL and draft policies on the implementation of CIL (Appendix D);

5. authorises the Executive Director of Place to make any modifications to the draft charging schedule following public consultation, to consult on those modifications in line with the statutory regulations and submit the draft charging schedule, representations made and evidence base, together with any proposed modifications, forward to public examination; and

6. delegates the final decision as to whether to proceed with the submission of a draft charging schedule to examination to the Executive Director of Place in consultation with the Portfolio Holder for Planning and Housing, in view of updated evidence relating to viability, its relationship with S106 obligations and any government reforms to the system of development contributions.

49 **LOCAL TRANSPORT PLAN REFRESH**

Cabinet considered a report outlining a proposed approach to preparing an updated Local Transport Plan.

There is a need to update the LTP to reflect the Council's accelerated investment in the transport infrastructure across Cheshire East, in the context of a new Local Plan spatial strategy.

The Chairman announced that responsibility for the Local Transport Plan refresh had now transferred to the Portfolio Holder for Regeneration and that this would require a change to the recommendations in the report.

RESOLVED

That Cabinet

1. approves the proposed approach to updating the Local Transport Plan for Cheshire East;

2. notes that an All Member briefing was held on 17th July 2017 to update all Councillors on the process and that this briefing was based upon the material presented in Appendix 1. Locally-specific briefings are to be arranged with the parish and town councils as part of the LTP refresh programme;

3. authorises the Executive Director of Place in consultation with the Portfolio Holder for Regeneration to make arrangements for the preparation of an updated Local Transport Plan for 2018-2023; and

4. notes that a draft of the updated LTP will be reported to Cabinet at the end of 2017, seeking approval for a period of public consultation.

50 **PEOPLE LIVE WELL FOR LONGER (ADULT SOCIAL CARE AND PUBLIC HEALTH THREE YEAR) COMMISSIONING PLAN**

Cabinet considered a report seeking endorsement of the Adult Social Care and Public Health Three Year Commissioning Plan 2017/2020, entitled 'People Living Well for Longer'. The Plan enabled Cheshire East residents as a population to understand how important resources were in the delivery of preventative change over the next three years, working with a wide range of private and third sector providers, and partners from across the health and social care economy, with a specific focus on the voluntary community and faith sector taking a significant role in the delivery of prevention.

RESOLVED

That the People Live Well for Longer (Adult Social Care and Public Health) Three Year Commissioning Plan be endorsed.

51 **FIRST QUARTER REVIEW OF PERFORMANCE 2017/18**

Cabinet considered a report on the first quarter review of performance for 2017/18.

A initial overspend of £17.7 million in 2017/18 was being forecast, due to increases in caseload numbers and increased costs associated with children in care and adult social care, as well as rising costs from minimum wage requirements for care providers. The Management Team had identified service-based opportunities to reduce the overspend by up to £7.7m, leaving a current forecast deficit of £10m. Robust action was being taken to reduce this further and return the budget to a balanced position.

Annex 1 to the report set out details of how the Council was performing in 2017/18. It was structured into three sections:

Section 1 Summary of Council Performance
Section 2 Financial Stability
Section 3 Workforce Development

The report had been considered by the Corporate Overview and Scrutiny Committee at its meeting on 7th September 2017. The Committee's Chairman, Councillor M Simon, presented the Committee's comments on the report as appended to these minutes.

The Chairman noted the various examples of good performance outlined in the report which showed that the Council was moving forward.

Note: at this point, the Chairman vacated the chair and left the meeting. The Deputy Leader took the chair.

Councillor D Brown in the chair

Cabinet considered the remainder of the report.

RESOLVED

That Cabinet

1. notes the first quarter review of 2017/18 performance, in relation to the following issues:

    - the summary of performance against the Council's 6 Strategic Outcomes (Section 1)

    - the projected service revenue and capital outturn positions, overall financial stability of the Council, and the impact on the Council's reserves position (Section 2)

    - the delivery of the overall capital programme (Section 2, paragraphs 194 to 209 and Appendix 4)

    - fully funded supplementary capital estimates and virements up to £250,000 approved in accordance with Finance Procedure Rules (Appendix 5)

    - changes to Capital Budgets made in accordance with the Finance Procedure Rules (Appendix 8)

    - treasury management investments and performance (Appendix 9)

    - management of invoiced debt (Appendix 11)

    - use of earmarked reserves (Appendix 12)

    - update on workforce development and staffing (Section 3)

    - the intention of the S.151 Officer to identify further financial mitigation, in relation to the Council's 2017/18 revenue budget, through a review of the calculation of the Minimum Revenue Provision and the funding of other revenue costs through capitalisation or the appropriate use of available reserves

2. notes and acknowledges the comments on the report by the Corporate Overview and Scrutiny Committee as appended to these minutes; and

3. approves:

- fully funded supplementary capital estimates and virements above £250,000 in accordance with Finance Procedure Rules (Appendix 6); and

- supplementary revenue estimates to be funded by additional specific grant (Appendix 10).

APPENDIX

MINUTE OF THE CORPORATE OVERVIEW AND SCRUTINY COMMITTEE MEETING ON 7 SEPTEMBER 2017

QUARTER 1 PERFORMANCE REPORT

The committee considered a report of the Chief Operating Officer relating to the first quarter review of performance 2017/18. The report highlighted financial and non-financial pressures and performance in connection with the outcomes of the Corporate Plan 2016 to 2020.

A potential overspend of £17.7 million was being forecast, which was attributed largely to an increase in caseloads and costs associated with children in care.

Appendix 1 of the report set out details of how the Council was performing. The appendix was divided into 3 sections:

- Section 1- Summary of Council Performance brought together the positive impact that service performance and financial performance had had on six residents first outcomes during the first year:
- Section 2 – Financial Stability provided an update on the Council's overall financial position. It demonstrated how spending in 2017/18 had been funded including service budgets, grants, council tax and business rates, treasury management, centrally held budgets and reserves.
- Section 3 Workforce Development - provided a summary of the key issues relating to the Council's workforce development plan.

The Chief Operating Officer, Section 151 Officer, Executive Director of Place and Acting Deputy Chief Executive and the Acting Executive Director for People and Portfolio Holders were questioned robustly, at length, on the contents of the report and sought additional information on the several matters which would be reported back to Members outside of the meeting, these included:

- Requesting further details of challenges and low performance to counter the top performing indicators;
- Figures relating to the uptake of free nursery places across the borough;
- How many instances of fly tipping led to prosecutions;
- Clarification of why Cheshire East are borrowing funds from other Authorities; and
- Clarification on why £100,000 of Professional Services savings are unachievable.

The Chairman also read out and requested answers to each of the questions tabled, in advance, by the Leader of the Labour Group who

could not be present at the meeting. These answers will also be provided in writing to him and will also be circulated to all members of the Committee together with answers to questions that Senior Officers were unable to answer during the meeting.

RESOLVED –

(a) That the report be received;

(b) That Cabinet be informed that this Committee acknowledges and understands that this is a very challenging year and that there is immense pressure on the Council's limited resources. The pressure on the public sector this year is perhaps unprecedented particularly in Adult Social Care and Children's' Services.

Corporate Scrutiny recognises that there are actions in place to address £7.7 million of the predicted overspend of £17.7 million and that ongoing work is taking place to mitigate against the remaining £10 million.

The Chairman, once again, extended the offer of the Council's four Scrutiny Committees to help with the identifying of savings and of sorting and prioritising challenges within the Directorates and Portfolios.

The Committee took the opportunity of congratulating Officers and everyone concerned for their continued hard work towards producing a balanced budget for the Council in these very challenging times.

(c) That The Committee request that Cabinet formally acknowledge these comments in the minutes of the meeting.

The meeting commenced at 2.00 pm and concluded at 4.48 pm

Councillor Rachel Bailey (Chairman)

Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Mark Palethorpe, Acting Executive Director - People

Subject/Title: Notice of Motion – Alcohol Advertising

Portfolio Holder: Councillor L Wardlaw, Health

1. Report Summary

1.1. The purpose of this report is to consider and respond to the following motion which was proposed Councillor S Corcoran and seconded by Cllr D Flude at the Council meeting on 27th July 2017 and referred to Cabinet for consideration:

1.2. *"This Council notes that:*

- *alcohol can be enjoyed in a responsible way by adults;*
- *alcohol can cause serious and fatal diseases, including several types of cancers;*
- *the UK Chief Medical Officers' Alcohol Guidelines advise both men and women that it is safest not to drink regularly more than 14 units per week;*
- *alcohol can only be legally purchased by adults over 18 years old;*
- *advertising of alcohol is designed to make products more appealing and in turn can appeal to children and young people;*
- *there is strong evidence of public support for a 9pm watershed for alcohol advertising on TV (the recent Healthier Futures/Alcohol Health Alliance public opinion survey found 73% support in Greater Manchester for a 9pm watershed for alcohol adverts on TV and the recent public engagement campaign 'See What Sam Sees' by Healthier Futures, talked with over 200 people across Greater Manchester and received overwhelming support for a 9pm watershed from the Greater Manchester public);*
- *in January 2012 the Health & Wellbeing Scrutiny Committee considered a report on alcohol and noted that Cheshire East Council had recently signed up to the NHS North West "Pledge to young people" to reduce the harm caused to children and young people by alcohol.*

This Council acknowledges its share of responsibility to try to ensure good public health in the population and resolves to

Request the Leader of the Council to write the Secretary of State for Digital, Culture, Media and Sport expressing these views and asking her to

bring forward legislation to introduce a 9pm watershed for the advertising of alcohol products on TV to protect children and young people from the influence of alcohol advertising."

2. Recommendation

2.1. Cabinet is recommended to support the motion stated in 1.2 above, but in addition notes and supports:

2.1.1 That the Alcohol Harm Reduction Plan recently adopted by the Health and Wellbeing Board (of which the Council is a key partner) includes a focus on children and young people and reducing their levels of alcohol consumption. Exposure to marketing and accessibility of alcohol are two key factors that influence the drinking behaviours of young people.

2.1.2 That the Council remains committed to supporting calls for a minimum unit price for alcohol to be introduced and will work with other Councils in Cheshire and Merseyside to lobby Government in relation to this.

2.1.3 That the Council endorses the work-stream to reduce alcohol consumption through a range of early intervention and prevention activity across the health and care system, that forms part of the Cheshire and Merseyside Sustainability and Transformation Partnership's priorities.

3. Reasons for Recommendation

3.1. In January 2017 leading public health experts warned that young people around the world are exposed to extensive alcohol marketing, and that current controls on that marketing appear ineffective in blocking the association between youth exposure and subsequent drinking. Alcohol is the leading cause of death and disability for young males aged 15-24 in nearly every region of the world, and young females of the same age in the wealthy countries and the Americas. Their call coincided with the publication of a series of reports in a supplement to the scientific journal 'Addiction'[1] that presented the latest evidence on alcohol marketing and its impact on children. Key findings from the collection of peer-reviewed manuscripts include:

- Exposure to alcohol marketing is associated with youth alcohol consumption
- Analysis of alcohol promotion during the 2014 FIFA World Cup indicates alcohol marketing practices frequently appeared to breach industry voluntary codes of practice'

[1] **Supplement: The Regulation of Alcohol Marketing: From Research to Public Health Policy January 2017**
Volume 112, Issue Supplement S1
Pages 1–127
Issue edited by: Thomas F. Babor, David Jernigan, Chris Brookes

- Alcohol industry self-regulatory codes do not sufficiently protect children and adolescents from exposure to alcohol promotions, especially through social media

3.2. Responding to the new research, Professor Sir Ian Gilmore, chair of the Alcohol Health Alliance UK (AHA), expressed support…

"It is clear that self-regulation is not working and we welcome calls for greater action from governments to protect children from exposure to alcohol marketing. We know that alcohol marketing contains content and messages that appeal to children, and that due to exposure to this advertising, children drink more, and start drinking at an earlier age.

"In addition, as outlined in Public Health England's recent review of the effectiveness of alcohol policies, a study has shown that in the UK, 10-15 year olds are more likely to see certain TV alcohol adverts than adults. Public Health England's review, which was published in the Lancet in December 2016, concluded that complete advertising bans are a highly effective and cost-effective approach to health improvement.

"In the long run, all advertising and sponsorship should be prohibited. In the short term, alcohol advertising should only be permitted in newspapers and other adult press, and the content of these adverts should be limited to factual information about brand, provenance and product strength."

3.3. Paul Lincoln, Chief Executive of UK Health Forum, which is a member of the AHA, said

"The articles published in the Addiction supplement show clearly and positively that alcohol marketing regulations are not protecting young people, those in recovery from alcohol dependence, and other vulnerable groups from the influence of alcohol marketing, and that alcohol marketing has a negative impact on the age of drinking initiation and subsequent drinking behaviours. Tighter alcohol marketing regulation in the UK, without industry involvement, is desirable, achievable and effective."

3.4. Locally we continue to have concerns about the levels of alcohol consumed by the young people of Cheshire East. The Joint Strategic Needs Assessment (JSNA) shows that although the numbers of young people who are drinking is declining it is still above the North West average.

3.5. Other key findings include:

- That since 2013 there has been a 6% increase in the number of 14-17 year olds in Cheshire East regularly binge drinking.
- A third of young people in Cheshire East (33%) are not really worried about the long term health effects of drinking alcohol (down from 43% in 2013).
- 47% of young people aged 14-17 in Cheshire East claim never to have drunk alcohol, which is similar to the North West rate of 46%.

This has increased from 19% in the 2013 survey, possibly due to the larger proportion of 14 year old respondents; over half of Cheshire East respondents were 14 years old in 2015. (key issue highlighted within the 2014 Young Peoples Substance Misuse JSNA).

- Perhaps also reflecting the younger sample profile, there is a decrease in the percentage claiming to drink in pubs/clubs (from 26% down to 14%), but a slight increase in the percentage drinking outside.
- The proportion of young people in Cheshire East drinking alone has increased from previous years to 11%.
- The proportion of 14-17 year olds in Cheshire East claiming to be aware of drinking dens or party houses in their local area, has increased.
- 17% of young people claimed to have been violent or had a fight when drunk.
- Young people who drink alcohol in Cheshire East mostly get it from their parents/guardians (56%) and friends/family over 18 (40%)
- 62% of young people thought that getting drunk is fun. 47% thought it is normal to get drunk

We are awaiting the results of the 2017 Young Persons Alcohol, Tobacco and e-Cigarette Survey that will provide more up to date information, but it is anticipated that there will still be concerns regarding our young people's relationship with alcohol.

3.6. Whilst the Motion to Council is to be supported it covers only one aspect of the ongoing challenge of reducing levels of alcohol consumption. Consequently there is the opportunity to re-emphasise the Council's support for the Cheshire and Merseyside Local Authorities' lobbying for the introduction of Minimum Unit Pricing (MUP) and the reducing alcohol harm element of the early Intervention and Prevention work-stream of the Cheshire and Merseyside Sustainability and Transformation partnership.

Other Options Considered

3.7. Not supporting the motion could be considered, but given the focus in the Alcohol Harm Reduction Plan on children and young people, this was not deemed to be appropriate.

4. Background

4.1. A review of the effectiveness and cost effectiveness of alcohol control policies published in the Lancet in December 2016 looked in particular at the regulation of alcohol marketing.

4.2. Reviewing the evidence base it was reported that studies consistently indicate that exposure to alcohol advertising is associated with an increased likelihood that children will start to drink or will drink greater quantities if they already do. People who start drinking at an early age are

more likely to become binge and problem drinkers and underage drinking is associated with educational problems and violent behaviour.

4.3. The advertising industry in the UK is governed by codes of practice that are set out by two industry Committees – the Committee of Advertising Practice and the Broadcast Committee of Advertising Practice. The codes are enforced by the Advertising Standards Authority and, in the case of broadcasting, also by the insdependent stautory regulator Ofcom.

4.4. Adverts should not include a range of content, for example they should not encourage irresponsible or unhealthy consumption of alcohol or link alcohol consumption to social or sexual success. They should not be shown during programmes of “particular appeal” to children, deemed to be one that attracts an audience where 10–15 year-olds are over-represented by 20% in relation to their share of the total TV audience. A study has shown that UK adverts often contain content that could appeal to children, and 10–15 year-olds were 11% more likely to see TV alcohol adverts than adults, increasing to 51% for adverts for alcopops.

4.5. Complete marketing bans are rarely implemented. A pragmatic alternative to a complete marketing ban is to implement legislation that dictates what advertisers are permitted to do.

4.6. Given that more than half of all TV alcohol adverts seen by children in the UK are aired before 9pm, watershed bans have been identified as an appropriate policy. When the Netherlands introduced a watershed ban, commercial operators responded by increasing alcohol advertising shown after 9pm from over 7500 adverts to over 23000. Exposure of all ages increased as a result, but whereas exposure of adults increased by 52%, exposure of children aged 12–17 years increased by 62% and exposure of children aged 6–11 years increased by only 5%.

4.7. The Lancet report concluded that robust marketing regulations are strongly supported by the evidence base, particularly those that reduce the levels of exposure in children. Marketing regulations return large health benefits and have the potential to change drinking behaviour at an early age, thus preventing later problems.

4.8. With regard to Minimum Unit Pricing of Alcohol, the Council has been supportive of this being introduced nationally for a number of years. Cheshire East has worked with other local authorities in Cheshire and Merseyside to develop the evidence base that demonstrates its potential to reduce levels of consumption amongst those most vulnerable dependent drinkers. This work continues with a University of Sheffield led research project under way to develop the projected local impacts if MUP was introduced.

4.9. The Cheshire and Merseyside Sustainability and Transformation Partnership (NHS Cheshire and Merseyside), has identified reducing alcohol harm as one of its priority work-streams under the early intervention and prevention programme of activity. This will involve NHS commissioners,

providers, local authority Public Health and other departments working together to identify opportunities to influence the drinking habits of individuals and reduce consumption to minimise adverse health impacts to that individual and any associated negative social impacts of their excessive drinking. This in turn will help to reduce the costs to the system in dealing with people who have injured themselves or others as a result of being drunk or caused significant long term health harms as a result of sustained drinking over a period of time. The Council is committed to supporting this work-stream.

5. Wards Affected and Local Ward Members

5.1. All

6. Implications of Recommendation

6.1. Policy Implications

6.1.1. The Council is a key partner in the Health and Wellbeing Board which recently (March 2017) agreed the Alcohol Harm Position Statement and Forward Plan. This sets out the multiagency response to the challenge of excessive alcohol consumption. One of these is in relation to young people and their relationship with alcohol. Advocating for a watershed for alcohol advertising would be supportive of the principles within the Plan.

6.2. Legal Implications

6.2.1. Proposing the government bring forward legislation to prohibit the advertising of alcohol to children is consistent with both the Public health duty and the statutory duty to protect children. There are therefore no problematic legal implications arising from this report.

6.2.2. The relevant statutory obligations are primarily set out in the Health and Wellbeing Act 2012 and the Children Act 1989. As a result from 1st April 2013, each Local Authority has had a general duty to improve the health of its population and to take such steps as they consider appropriate for improving the health of people in their areas (Section 12, Health and Wellbeing Act 2012). Section 12 specifies the ways in which this aim can be achieved: -

a) Carrying out research and providing information and advice into health improvement.

b) Providing facilities for the prevention and treatment of illness.

c) Providing incentives to promote individuals living healthier lifestyles.

d) Providing assistance to help individuals minimise the risks to health arising from their accommodation or environment.

6.2.3. Furthermore, the Local Authority has a duty to safeguard and protect the welfare of children in need in their area (Section 17(1)(a) Children Act 1989). The safeguarding duty is to protect children from suffering or the likelihood of suffering significant harm attributable to parental care or because the child is beyond parental control (Section 31(2)(a)-(b) Children Act 1989). The definition of harm includes impairment of health or development (Section 32(9) Children Act 1989). This harm to health may be sustained as a result of ingesting alcohol and the consequential impact of being exposed to the risk of physical violence or sexual harm.

6.3. **Financial Implications**

6.3.1. There are no direct financial implications in relation to this report.

6.4. **Equality Implications**

6.4.1. There are no direct implications in relation to equalities and diversity in relation to this report.

6.5. **Rural Community Implications**

6.5.1. There are no direct implication for rural communities in relation to this report.

6.6. **Human Resources Implications**

6.6.1. There are no direct Human Resource implications in relation to this report.

6.7. **Health and Wellbeing Implications**

6.7.1. There are significant negative health and wellbeing implications for children and young people who drink alcohol**.** The JSNA sets out our current understanding of the levels of consumption of alcohol and the harms that can be caused.

6.8. **Implications for Children and Young People**

6.8.1. These are set out elsewhere in the report.

6.9. **Overview and Scrutiny Committee Implications**

6.9.1. There are no direct Overview and Scrutiny implications in relation to this report.

6.10. **Other Implications (Please Specify)**

6.10.1. There are no other implications.

7. Risk Management

7.1. Not supporting the motion would contradict the Council's sign up (through the Health and Wellbeing Board) to addressing the harms caused by excessive alcohol consumption.

8. Access to Information

8.1. Cheshire East Joint Strategic Needs Assessment Drugs and Alcohol chapter included at:

http://www.cheshireeast.gov.uk/council_and_democracy/council_information/jsna/living_well_working_well.aspx#OverarchingOutcomes

8.2. Supplement: The Regulation of Alcohol Marketing: From Research to Public Health Policy, January 2017, Volume 112, Issue Supplement S1 Pages 1–127. Issue edited by: Thomas F. Babor, David Jernigan, Chris Brookes

http://onlinelibrary.wiley.com/doi/10.1111/add.v112.S1/issuetoc

8.3. A Rapid Review of the Effectiveness and cost-effectiveness of alcohol control policies: an English perspective, The Lancet , December 2016

http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(16)32420-5.pdf

9. Contact Information

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Agenda Item 8

Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Mark Palethorpe, Acting Executive Director of People

Subject/Title: Notice of Motion – Schools Education Funding

Portfolio Holder: Cllr G Hayes, Children and Families

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1. Report Summary

1.1. The purpose of this report is to provide a response to the Motion (**Appendix 1**), which was submitted at the Council meeting on 27th July 2017 and was referred to Cabinet for consideration. Notices of Motion must be considered by the relevant decision-making body within two meeting cycles.

2. Recommendation

2.1 It is recommended that

- the Leader of the Council thanks Councillor L Durham and Councillor D Flude for proposing and seconding the motion at the Council meeting on 27 July 2017 and acknowledges the importance of ensuring a fair school funding settlement across Cheshire East.

- it is noted that the Leader of the Council has already sent two letters relating to school funding.

- following a full analysis of the information published in September 2017 and a conversation with the schools sector a decision is taken on the need for a further letter to the Secretary of State.

3. Reasons for Recommendation

3.1 The Education Secretary announced on 17 July 2017 an additional £1.3 billion extra investment into the core schools budget over the next two years.

3.2 There will be an extra £1.3 billion for schools and high needs across 2018-19 and 2019-20 in addition to the schools budget set at the spending review 2015. This funding is across the next two years as we transition to

the national funding formula. Spending plans for the years beyond 2019-20 will be set out in a future spending review.

3.3 The additional investment made into schools will allow several things, including:

- Increasing the basic amount that every pupil will attract in 2018-19 and 2019-20;
- For the next two years, this investment will provide for up to 3% gains a year per pupil for underfunded schools, and a 0.5% a year per pupil cash increase for every school;
- Continuing to protect funding for pupils with additional needs.
- This formula settlement to 2019-20 will provide at least £4,800 per pupil for every secondary school and £3,500 per pupil for every primary school.
- All local authorities will receive some increase to the amount they plan to spend on schools and high needs in 2017-18. Confirmation of gains for local authorities, based on the final formula, will be confirmed in September.
- All primary schools will receive an increase in their PE and sports premium funding in the next academic year.

3.4 Many schools have worked hard up to this point to manage cost base pressures on their budgets, action will be taken this year to provide targeted support to those schools where financial health is at risk, deploying efficiency experts to give direct support to these schools.

3.5 Impact of announcement

We are currently analysing the impact of the announcement made in September.

In terms of headlines the information released in September indicates the following:

Local authorities will continue to use their local formula to determine the allocation to schools in 2018/19 and 2019/20. The announcements reflect a 2% increase in funding to Cheshire East if the national formula was implemented in full. This represents a substantial improvement over the stage 2 consultation where a 2.1% reduction was expected.

High Needs ~ this concerns the allocation of funding to the local authority and has changed from the stage 2 consultation by providing a 1.1% increase compared to an expected 7.8% reduction without protection.

Central School Services Block ~ this will be introduced from 2018/19 and will contain the other uses DSG is provided for such as education services

grant funded functions and historic commitments around ICT system costs and previous capital borrowing.

It is important to note the standard health warning over the DFE figures for LA's and schools. They are based on October 2016 pupil numbers / characteristics, the National Funding Formula which is not being introduced until 2020/21 and the assumption of no transfers between funding blocks to reflect pressures – so they will NOT be the final budgets and there maybe other changes elsewhere.

All pupil number and pupil characteristic data will be updated at the October 2017 pupil census and incorporated into the final funding announcements made in late December 2017.

For indicative purposes, information is provided below on the current average funding per pupil based on the current formula. As the formula under national funding arrangements will be different, (some elements will be included that are not currently included and different factors will be applied) you cannot draw a direct comparison between these current average funding levels and the average of £4,800 which has been promised.

- Current average for secondary schools is £4,876.
- The range is between £4,617 and £7,322.
- Current average for primary schools is £3,851.
- The range is between £3,292 and £7,823.
- 13 out of 23 secondary school currently receive more than £4,800.
- 112 out of 124 primary schools currently receive more than £3,500.

4. Other Options Considered

4.1. Not applicable

5. Background

5.1 The Department for Education undertook a consultation on the principles of a national funding formula for both schools funding and for high needs funding early in 2016. On the 14 December 2016 they published stage 2 of the consultation, which modelled the potential local authority and school allocations using the proposed formula**.** The consultations closed on 22 March 2017.

5.2 The proposed School National Funding Formula

5.2.1 A new school funding formula was proposed from 2018-19. In the first year it was proposed to be a 'soft' formula with funding for schools being provided to the Local Authority using the national formula. The Local Authority, however would still be able to allocate this funding to schools on our local formula in consultation with schools forum.

5.2.2 From 2019-20 a 'hard' formula was proposed with school funding based on the national funding formula with no local formula being used.

5.2.3 Transitional arrangements were proposed to ensure that the overall reduction to any individual school budget, as a result of the introduction of the national funding formula, was limited to -1.5% per pupil per annum.

5.3.3 The high needs funding was proposed to be initially protected at current levels.

5.3 Local Action/Response

5.3.1 The Local Authority, schools and MP's met with the Minister Nick Gibb on 9 January 2017 and he agreed that DfE officials would work with us to model the basic rate needed to run a school and to look at any exceptional circumstances that relate to Cheshire East. The Leader of the Council wrote to the Minister to confirm the outcome of the meeting. **Appendix 2.**

5.3.2 A follow up meeting took place on 7 March 2017 where specific concerns were presented to DfE Official about the unfairness of the formula. The budget of a fictional school was presented which demonstrated how it would be impossible for the school to set a balanced budget and/or provide the level of pastoral support which is essential to meet the basic needs of some.

5.3.3 We also evidenced that under the new formula Cheshire East will be worse off than it was when the DfE recognised we were poorly funded in 2015-16 and we were allocated an additional £5.7 million.

In the meantime schools across Cheshire East have campaigned with support of Local Authority as the consequences to them were significant. The Local Authority facilitated a briefing session with all Headteachers and Chairs of Governors to ensure they all understood the implications and to agree the overall key message to go back through the consultation.

5.3.4 The local authority facilitated a petition which was submitted with a covering letter from the Leader of the Council **Appendix 3.** Attached were letters from pupils from some schools which formed part of their assessed writing, and signatures from parents from some schools.

5.4 Summary

5.4.1 We recognised that there will always be an authority who is the lowest funded but the rate of the lowest funded authority needs to be enough to run a school. We sought assurance that the formula will enable Children in Cheshire East to have the same opportunities as Children elsewhere.

6. Wards Affected and Local Ward Members

6.1. Proposed changes to school funding affects all schools (including academies)

7. Implications of Recommendation

7.1. Policy Implications

The original proposal would have had an impact on schools abilities to provide the basic education entitlement.

7.2. Legal Implications

7.2.1 None

7.3. Financial Implications

7.3.1 The original proposals impacted negatively on most of Cheshire East Schools. The final proposals provide an improved financial settlement for schools.

7.4. Equality Implications

7.4.1 The intention of the original proposal was to support pupils from deprived areas. However, the proportion of funding allocated to this criterion reduced the basic amount available to all schools to below the level needed to run a school.

7.5. Rural Community Implications

7.5.1 The proposed original proposal included an element for rurality but the criteria used resulted in only two Cheshire East schools attracting this element of funding.

7.6. Human Resources Implications

None

7.7. Health and Wellbeing Implications

None

7.8. Implications for Children and Young People

7.8.1 School funding should ensure that children attending schools in Cheshire East are afforded the same opportunities as pupils in other schools.

7.9. Overview and Scrutiny Committee Implications

7.9.1 None

7.10. **Other Implications (Please Specify)**

None

8. Risk Management

8.1 The original proposal would have potentially resulted in many schools being unable to set a balanced budget.

9. Access to Information

9.1. Further information can be found on the Department for Education website.

10. Contact Information

Contact details for this report are as follows:

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Appendix 1

COUNCIL – 27 JULY 2017

NOTICES OF MOTION
Submitted to Council in Accordance with Procedure Rule 12

1 Schools Education Funding

Proposed by Councillor Liz Durham

"This Council notes:

- *that in March 2016 the Government announced a review and consultation(s) on school funding reform;*
- *that the average per-pupil school funding received from the Government varies considerably;*
- *the Institute for Fiscal Studies report of December 2016 indicated that schools were predicted to see cost increases of around 8% by 2019/20;*
- *schools in England are facing the first real-terms cuts to their funding in a generation;*
- *that schools in England are already facing significant additional costs which the Government does not intend to pay for, including the removal of the Education Support Grant later this year;*
- *that there is subsequently the need to move toward a more transparent system of Schools funding allocation.*

This Council believes that:

- *investment in education is investment in the future of our nation;*
- *investment in education is essential to provide all our young people with the chance to succeed;*
- *the formula proposals presented in the National Fairer Funding Formula (NFFF) Stage 2 Consultation fall short of what was expected, lock in historical inequalities and will not deliver fairness as promised;*
- *the national Government should make funds available for national Government policy initiatives in schools;*
- *the basic level of funding allocated to all schools must be adequate for the school for both operational costs and the sufficient provision of staffing;*
- *additional needs funding should be, as the name suggests, additional- and therefore should be targeted at Additional Education Needs (AEN) factors, and not come at the expense of the basic entitlement funding which is imperative to achieving a fair, balanced and equitable funding formula;*
- *schools funding should follow a formula which combines need-based assessment with lump sum funding per pupil, to ensure all schools can function with appropriate pupil-teacher ratios and meet a defined set of costs- this should be provided in accordance with 75% pupil funding and additional needs factors of 14% (deprivation 8%, prior attainment 5% and EAL 1%);*

- *pupils of similar characteristics should attract similar levels of funding wherever they are in the country (allowing for the area cost adjustment);*
- *while the Stage 2 consultation is about finding a fair funding methodology and not about the quantum of funding available, Stockport schools have been making cuts for many years now and have reached the limit of where further cuts can be identified;*
- *the outcome of the fair funding for school's consultation should be fair.*

This Council further resolves to ask the Leader of the Council to write to the Secretary of State for Education asking them to:

- *ensure the budget for Schools is kept in line with inflation from the year 2015;*
- *ensure the Government's policy commitments to the apprenticeship levy, national living wage and pension contributions in schools are fully funded by national Government;*
- *commission a comprehensive review of education funding covering ages 0-19;*
- *publish the methodology used to calculate the costs of running a school."*

Appendix 2

Cheshire East Council

Our ref: RB/jf/MP98

Date: 18 January 2017

Nick Gibb MP
House of Commons
London
SW1A 0AA

Leader's Office
Westfields
c/o Municipal Buildings
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Crewe
CW1 2BJ
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Rachel.Bailey@cheshireeast.gov.uk
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Dear Nick

RE: NATIONAL FAIRER FUNDING

Firstly, may I thank you for the time you provided to listen to the concerns we have in relation to the consequences of the proposed National Fairer Funding consultation. All those who attended were pleased that you have committed to work with us to:

1. Calculate the minimum cost of running a school

2. To consider the anomaly caused due to the re-baselining due to the approach we have taken to supporting 'poorly' funded schools.

We are keen to have this dialogue as soon as possible with your DfE official, Angela Fairhurst, and we would appreciate contact within a week to consider these factors further.

Below are some key points that I would like to reiterate on behalf of Cheshire East Council and our schools.

1. Cheshire East schools have been historically poorly funded. This was recognised by the DfE and additional funding was previously made available. However, the National Fairer Funding will result, with current proposals, with our schools and the local authority being funded at an even lower rate.

2. We accept that someone has to be the lowest funded, but request this rate must provide the minimum level of funding needed to run a school.

We were delighted that you have agreed to consider this. I would encourage that this work considers both primary and secondary schools.

3. The impact of the re-baselining has caused an anomaly where Cheshire East education funding will reduce by a further £5.3m.

Without this readjustment SEN pupils in Cheshire East will be significantly impacted and we will not be able to meet the needs of pupils. I am sure that this is an unintended consequence and an anomaly.

Again, your agreement to consider this to ensure fairness of funding is appreciated.

A few additional facts which are important headlines to note:

- Overall Cheshire East will lose £9.3m from Education Funding
- 131 out of the 146 schools will have a significant reduction in funding

This will impact significantly on Northern Powerhouse and provision of skills required by employers. Our schools will not have the funding to enable them to deliver a broad curriculum that develops the skills required by employers.

The proposals developed by officials were based on two underpinning values;

Firstly; **'Similar school and local areas receive different levels of funding with little or no justification'**

This continues to be the case based on the current modelling of the proposed formulae. Cheshire East will receive significantly less per pupil that any other comparator authority.

Cheshire East	4179
North West	4523
Geographical Neighbours	4411
Statistical Neighbours	4270
Society County Treasurers	4322
F40	4290

We surely must be offered a level of funding as a minimum comparable with our statistical neighbours?

Secondly, **'under funded schools do not have access to the same opportunities to do the best for their children, and it is harder for them to attract the best teachers and afford the best support.'**

In Cheshire East a significant number of schools are already predicting significant deficits within 4 years. With the current proposal this is likely to occur within 2 years. For instance, one high school is now predicting a £1m deficit within 2 years. With current levels of funding schools already have difficulty recruiting, in particular, Maths, English and Science teachers.

As a consequence of the proposals schools across Cheshire East are seriously considering a number of dramatic actions as they will have no options, these include;

- There will be no Post 16 Provision in any schools.
- Curriculum will be reduced to the minimum – there will be no enhancements or skills development
- SEN children will not receive the support they need
- Pastoral staff roles will be removed putting at risk some of the most vulnerable pupils in the school
- Opening only 4 times a week with distance learning at home on the 5th day

Schools in Cheshire East are not unreasonable and are keen to work with your officials to find a way that enables the proposals to continue, but at the same time address what we firmly believe are unintended negative consequences and exceptional circumstances.

We were all very impressed at the time you provided for our meeting and how intently you listened. Schools are, however, planning a number of actions to ensure the consequences for Cheshire East remain high profile. Currently all schools are signing a letter which they plan to deliver to Parliament in early March which requires that our children have the same opportunities as children in other local areas/schools.

Finally, thank you for your time, support and agreement to consider our concerns and explore how changes can be accommodated to address these exceptional circumstances.

Yours sincerely

Councillor Rachel Bailey
Leader of the Council

Appendix 3

Cheshire East Council

Our ref: RB/jf/MP115

Date: 20 March 2017

Nick Gibb MP
House of Commons
London
SW1A 0AA

Leader's Office
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c/o Municipal Buildings
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CW1 2BJ
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Fax: 01270 685621
Rachel.Bailey@cheshireeast.gov.uk
www.cheshireeast.gov.uk

Dear Nick

Please find enclosed a petition signed by primary and secondary schools from across Cheshire East to request that the current proposals for fairer schools funding are reconsidered.

Also included are parent signatures from some schools and letters from pupils from three primary schools which form part of their assessed key stage 2 writing.

Clearly, all schools could have provided signatures from parents but we feel this sample along with parent marches which have taken place across Cheshire East should be sufficient for you to understand the strength of feeling in relation to the current proposals.

I am sure the pupils from our primary schools would appreciate a response to their letters.

In addition, there have been a number of demonstrations organised by parents against the reduction in funding to Cheshire East Schools, the most recent was on Saturday with about 300 people attending, this will be broadcast on the One Show this on Wednesday; in true Cheshire East style families attended with a presence from tiny babies to Great Grandmothers. The strength of local feeling about the proposed changes and unfairness is very strong in the local community **who want assurance that the basic level of funding enables their children to have the same opportunities as children from other areas.** I have invited the Head Boy from the neighbouring school to speak at the April Cabinet meeting.

Further to our meeting in January we have met with your officials and I am sure they will have relayed the key messages and information to support our arguments with you but I thought it would be helpful to summarise the key points below.

In terms of secondary schools our schools have undertaken modelling to demonstrate that the minimum amount they need to provide the basic education entitlement is £4,800, with the proportionate increase for our primary schools. Whilst further modelling would be required we feel this could be achieved by increasing the AWPU within the new formula to at least 78% (currently 76% with a proposed reduction in the new formula to 73%). This will still leave 22% of the budget to support those schools who have pupils who require additional pastoral and academic support and retains the principles you consulted on in stage 1.

If the base funding position for school is not addressed, we believe you will see an increase of schools going into deficit budget and the Department for Education is likely to have to intervene at a greater cost. Therefore, it is surely better to address the issue now whilst there is an opportunity to do so.

I am happy for my Director of Education, Jacky Forster, to continue to work with your officials to consider modelling different scenarios. The current position being taken by the Department for Education in their response to concerns about school funding that there has been an overall increase in education finding is no doubt true, but is potentially misleading, as this additional funding is to cover the increase in pupil numbers and we have not seen an increase in the level of funding per pupil.

I would also like to take this opportunity to point out that in addition the High Needs funding proposals will result in a further £2.5Million reduction in budget. Whilst this will initially be protected we strongly believe the factors being used in this formula do not reflect the number pupils requiring additional support. The factors mirror those used in the National Funding Formula, so the same authorities will be winner and losers. I would strongly urge that this is given significant further consideration.

In summary, I must emphasise that the concern about the impact on the curriculum and the basic education entitlement is real for schools in Cheshire East and hope that a fairer funding formula does result from this consultation.

Yours sincerely

Councillor Rachel Bailey
Leader of the Council

Councillor Liz Durham
Portfolio Holder for Children and Families

Cc Edward Timpson MP
Fiona Bruce MP
David Rutley MP
Antoinette Sandbach MP
Rt Hon George Osborne CH MP

Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Frank Jordan, Executive Director for Place

Subject/Title: Safer Parking for Communities around Schools

Portfolio Holder: Leader of the Council

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1. Report Summary

1.1. The 2010/11 School Census reveals that 21% of high school pupils are driven to school, with the figure for primary schools, which are principally in residential areas, being significantly higher at 45%. Since this Census the impacts of parking around primary schools has been highlighted as an issue by some residents and communities owing to the pressure it places on the local highway infrastructure.

1.2. The Corporate Overview and Scrutiny Committee set up a Task and Finish Group ("the Group") to review Safer Parking for Communities around Schools in November 2015. The Group's remit was to review the approach to safer parking for communities and identify initiatives the Council could consider to improve the outcomes for local communities around schools.

1.3. The Group's findings and recommendations were presented to Cabinet on 11 July 2017. The purpose of this report is to provide the formal response to each of the Group's recommendations.

1.4. On 22 August 2017 Cabinet approved a pilot project, in line with the Group's recommendation, to test the community benefits and dis-benefits of introducing off highway parking and drop-off areas within schools to inform whether this type of measure should be included as part of the Council's overall policy approach. This report considers the overall Council response to the rest of the Group's recommendations.

1.5. The Group's proposed approach of promoting proactive policies and a programme of work to address both the root causes of congestion and parking, particularly around primary schools, as well as action to manage its direct impacts is accepted. Within this, the importance and extent of the role the Cheshire Fire and Rescue Service play in delivering the Council's road safety education programme is also supported.

1.6. The policy changes proposed by the Group are welcomed. The Council is in the process of refreshing its Local Transport Plan and it is felt that these policies are considered as part of this work in consultation with the Task and Finish Group. The principle of establishing a Safer Routes to School Programme to support the delivery of the Local Transport Plan policies is accepted, which will ensure that the Council has a coherent programme of activity that will all contribute to reducing the impacts of school travel.

1.7. The full set of responses to the recommendations appears in Section 3.0 of this report.

2. Recommendation

It is recommended that Cabinet:

2.1. Thanks the Group for their work in reviewing Safer Parking for our Communities around Schools.

2.2. Endorses the formal responses, detailed in Section 3, to the Corporate Overview and Scrutiny Committee recommendations.

2.3. Authorises the Executive Director of Place in consultation with the Portfolio Holder for Finance and Communities, the Portfolio Holder for Children's Services and the Director of Finance and Procurement to allocate resources and funding from the 2018/19 Local Transport Plan budget to support a Safer Routes to Schools programme and review this for subsequent years.

3. Reasons for Recommendation

3.1 The group's recommendations were split into two categories, firstly to address the root causes of concerns, and secondly to manage the impact of them.

Root Causes

Recommendation 1:	That a draft Sustainable Modes of Travel to School Strategy be prepared by the Council by September 2017, for anticipated implementation by September 2018.
Response:	A draft Sustainable Modes of Travel to School Strategy is being prepared and will be submitted to Cabinet in June 2018 for implementation in September 2018.
Recommendation 2:	That schools be encouraged to produce a Travel Plan, and if required, the Council assist with its formation. The plan should include the appropriate initiatives set out in paragraph 15.2 of the supporting report.
Response:	The Council's Transport Policy Officer will be available to assist schools in the development of their Travel Plans.

	Initiatives and improvement schemes identified in the Plan will feed into Recommendations 3, 6 and 7.
Recommendation 3:	That the safer routes to schools scheme be resurrected and safe cycling routes be promoted by the Council in accordance with the Cycling Strategy.
Response:	As part of the 2018/19 programme it is proposed thatfunding will be allocated from the Council's LTP Integrated Transport block to support safer routes to school initiatives developed through School Travel Plans. The funding allocation and the criteria by which it is allocated will be approved by the Executive Director for Place in consultation with the Portfolio Holder for Highways and Infrastructure and the Director of Finance and Procurement.
Recommendation 4:	To request that the education programme provided by Cheshire Fire and Rescue Service includes safer parking and to request that a joint letter from Cheshire Fire, Police and Cheshire East Council be sent out to all parents highlighting the importance of road safety and safer parking.
Response:	Cheshire Fire and Rescue Service have agreed to include safer parking as part of their road safety training across all Cheshire East schools. This will be formalised as part of the 2018/19 road safety programme which will incorporate a joint letter for each school to educate parents on road safety around schools.
Recommendation 5:	That the possibility of Cheshire Fire and Rescue Service attending schools at school drop off time with a fire engine is explored as part of the road safety education programme.
Response:	This will be considered with Cheshire Fire and Rescue Service as part of the 2018/19 road safety programme to educate parents on the requirment to ensure emergency access is maintained. This could be a targetted initiative.
Recommendation 6:	To request that Cheshire Fire and Rescue Service consider the introduction of a walking to schools with heroes campaign.
Response:	This will be considered with Cheshire Fire and Rescue Service, providing a suitable 'hero' resource can be identified and that this initiative is part of a School Travel Plan proposals.

Recommendation 7: That the Council encourage the funding of Safer Routes to Schools from development through appropriate use of Conditions and S106 Agreements.

Response: Improvement schemes identified through the school Travel Plans will be captured and reported to the Development Management team to assess whether funding can be secured through the planning process.

Recommendation 8: That schools are encouraged to investigate the possibility of setting up arrangements whereby local spaces such as pub or community centre car parks can be used at drop off and pick up times, to encourage park and stride.

Response: This should be explored as part of School Travel Plans, including any additional measures to ensure the walking routes to the school from such locations are accessible.

Managing the Impact

Recommendation 9: That any opportunity provided by a development project on or near a school (including conversion to an academy), be carefully considered and that discussions take place between the Council and school concerned to ascertain whether or not it would be feasible to provide a safer parking or drop off zone

Response: Cabinet approved a pilot on 22 August 2017 to test the community and user benefits and dis-benefits of introducing off highway parking and drop-off areas within schools. The evaluation of this project along with a review of other schools where such facilities already exist will inform the Council's overall policy approach.

Recommendation 10: Note that there was a window of opportunity to include a discussion about safer parking and drop off zones, where appropriate, when schools were applying for academy status.

Response: The recommendation is noted and will be incorporated in future academy applications considered by the Council's Director of Education.

Recommendation 11: That signs be erected by the Council outside schools showing pictures of correct and incorrect ways to park.

Response: The Council is working with Cheshire Fire and Rescue Service to jointly fund and trial kiddie pavement signs in order to reinforce appropriate parking practices. Such schemes would be considered as part of any schools who request such measures when submitting a School Travel

Plan for the proposed Safer Routes to School Programme funding.

Recommendation 12: That adequate resources be provided by the Council to enable enforcement patrols to be increased.

Response: The Civil Enforcement team numbers have been increased by up to an additional 10 officers in 2017/18. All Civil Enforcement Officers have annual objectives linked to enforcement patrols around schools.

Recommendation 13: That the Council share this report with all schools.

Response: The report will be shared with schools through the development of the School Travel Plans and informing them of the establishment of the Safer Routes to School programme..

4. Other Options Considered

4.1. The Council's current proactive initiatives being delivered are predominantly focussed on managing the impacts of traffic outside schools and include:

- Development and implementation of parking restriction schemes
- Advisory 20mph zones outside all schools in Cheshire East
- Road Safety education which is delivered annually to all schools in Cheshire East
- Parking Enforcement Officer visits to all schools in Cheshire East
- Keep Clear markings are refreshed and enforced at all schools
- Provision of guidance on the website to assist schools in developing Travel Plans and safer routes to primary schools projects

5. Background

5.1. The former Portfolio Holder for Communities, requested a Corporate Overview and Scrutiny Committee Task and Finish Group be setup to investigate safer parking for communities around schools as:

- School traffic and parking was a major problem for the whole community
- Children were at risk
- There were issues with enforcement

5.2. The Task and Finish group report was presented to Cabinet on 11th July 2017. Portfolio Holders agreed to come back to Cabinet with a formal response to each of the recommendations, with the responses submitted to the Corporate Overview and Scrutiny Committee to scrutinise the problem in Cheshire East.

6. Wards Affected and Local Ward Members

6.1. All wards and ward members are potentially affected by the proposal.

7. Implications of Recommendation

7.1. Policy Implications

7.1.1. This report is recommending the development of a policy approach to articulate the actions which the Council could utilise to achieve a reduction in the number of children driven to school, supported by the implementation of a pilot scheme. This supports the Council's Local Transport Plan (LTP) to ensure a sustainable future by increasing the use of sustainable modes of transport, as well as the Council's Cycling Strategy which seeks to enable more people to cycle safer, more often and with confidence for everyday and leisure journeys.

7.2. Legal Implications

7.2.1. Safer Routes to School interventions may require statutory legal processes to be followed depending on the individual proposals.

7.3. Financial Implications

7.3.1. It is proposed that Budget allocations are made as part of the 2018/19 business plans to support a Safer Routes to Schools programme. The Budget would be allocated from the Local Transport Plan Integrated Transport block.

7.4. Equality Implications

7.4.1. Better managed school parking and promotion of more sustainable travel modes could benefit all children although it is recognised that children with particular needs may have to be accommodated separately. All proposals submitted by schools will be subject to an equality impact assessment before they are agreed.

7.5. Rural Community Implications

7.5.1. Given the larger catchment areas associated with rural schools, these do create a tougher challenge in terms of encouraging modal shift towards walking and cycling.

7.6. **Human Resources Implications**

7.6.1. None.

7.7. **Health and Wellbeing Implications**

7.7.1. The Public Health England 'Everybody Active, Every Day' strategy recognises that walking and cycling are good for our physical and mental health and the many ways the built and natural environment impacts on the choices people are able to make. It emphasises that by developing 'active environments' that promote walking and cycling, we can help to create active, healthier, and more liveable communities.

7.7.2 Walking to and from school helps children achieve the recommended government targets of physical activity. Physically active children are more alert, ready to learn, do better in tests and achieve better grades than children who are driven to school.

7.8. **Implications for Children and Young People**

7.8.1. Modern lifestyles and concerns regarding children's safety and security have led to increased car use as a mode of traveling to school. Measures to increase walking and cycling as a mode of choice need to be evaluated, together with management measures to encourage greater use of sustainable travel modes. Incorporating physical activity into a child's daily routine is a good way to promote a healthy and more active lifestyle.

7.9. **Overview and Scrutiny Committee Implications**

7.9.1. The recommendations will be presented back to the Corporate Overview and Scrutiny Committee.

7.10. **Other Implications (Please Specify)**

7.10.1. None.

8. Risk Management

8.1. Lack of a formal Policy approach could lead to increased pressure on existing services in managing the impacts of traffic outside schools.

9. Access to Information

9.1. The Corporate Overview and Scrutiny Task and Finish group report and covering Cabinet Report, July 2017.

10. Contact Information

Contact details for this report are as follows:

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Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Mark Palethorpe, Acting Executive Director of People

Subject/Title: Education Travel Policy

Portfolio Holder: Cllr George Hayes, Children and Families

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1. Report Summary

1.1 Local authorities are required by both the Education Act 1996 and the Education and Inspections Act 2006 to make suitable travel arrangements for certain eligible children to attend school.

1.2 The current policy was updated on 28 May 2013. Guidance was subsequently published by the Department for Education in July 2014.

1.3 The Council currently spends a significant amount of its budget on transport within Children's Services. The current organisation, management and monitoring of school transport is through the Council's arm's length company, Transport Service Solutions (TSS) Ltd, who provide transport in line with the agreed policy.

1.4 A review of the existing transport policy has been undertaken to ensure that the Council provides transport in accordance with its statutory duties. This will result in savings which will contribute to the proposals approved within the medium term financial plan. Consultation will consider where there is a business case to support discretionary travel.

1.5 The proposed consultation on transport policy is part of the wider strategic review of transport which is based on the three priorities:

1.5.1. Ensure an appropriate suite of transport policies which:

- Provides sustainable travel arrangements to school
- Meet the assessed needs of children
- Comply with statutory requirements

1.5.2. Ensure travel arrangements are provided efficiently.

1.5.3. Ensure that organisational management overview, structure and processes operate efficiently.

1.6 The above priorities have resulted in a number of work streams with parallel timelines. The consultation on Education Travel Polices should therefore be considered in the context of the other work streams and timelines as outlined below.

September 2017

- Cabinet decision to undertake community engagement on implementation of phase 2 of Available Walking Routes.
- Implementation of Available Walking Routes Phase 1 in relation to Poynton High School and Wheelock Primary School.
- Start to implement the outcome of a review of business processes which support more efficient delivery of transport arrangements.

October 2017

- Available Walking Routes Phase 1 - Consider assessment of Silk Road Crossing and potentially progress with removal of transport.
- Available Walking Routes Phase 1 - Consider feedback from network rail and consider implications.
- Cabinet decision to start consultation on:
  - Compulsory School Age Travel Policy
  - Education Travel Payments Policy
  - Education Travel Appeals and Complaints Policy
  - Education Travel Behaviour Code

- Cabinet decision to engage with providers and subsequent consultation on:
  - Post 16 Travel Policy Statements

January 2018

- Consultation starts on post 16 Travel Policy
- Cabinet decision to consult on Sustainable Modes of Travel Strategy

2. Recommendation

2.1 It is recommended that Informal Cabinet:

a) approves the formal consultation in line with the timeline at **Appendix 1** on:
   - compulsory school aged policy and
   - post 16 policy

b) approves the subsequent consultation on Post 16 Travel Policy following engagement with Post 16 providers in line with **Appendix 2**.

3. Reasons for Recommendation

3.1 Cabinet approval to consult during the autumn term 2017 is recommended to ensure transparency in the decision making process and demonstrate a genuine commitment to ensure full engagement with the consultation leading to more effective implementation when the final policy is approved.

3.2 The principles adopted in the proposed draft policy include:

- Development of a suite of policy documents that provide greater clarity.
- Comply with statutory travel.
- Meet the assessed needs of children only.
- Provide sustainable travel arrangements to school.
- Provide travel assistance through the lowest cost option.
- Increase the use of direct payments.
- Promote the use of larger vehicles and collection points.
- Introduce a clear behaviour policy with appropriate sanctions.

3.3 Details of the key changes proposed are detailed in **Appendix 3** and include the following:

- the removal of discretionary travel:
  - for pupils age 8-11 travelling over 2 miles to the nearest suitable school and increase the distance to 3 miles.
  - where families are forced to relocate temporarily to alternative accommodation owing to circumstances outside of their control.
  - for pupils with temporary medical conditions due to an accident, planned surgery or illness.
  - where parents have a disability.
  - cared for children unless eligible under normal criteria.

- the introduction of;
  - direct payments, where this is a lower cost option to enable the parent to provide/make travel arrangements.
  - a behaviour policy with clear escalation and sanctions.
  - travel support young people who meet the normal criteria for post 16 and are aged 16-19 with an Education Health and Care Plan and continuing learners aged 19 – 25 with an Education Health and Care Plan.
  - Independent travel training to support independent travel and remove the need for travel assistance

- revisions to the;
  - criteria for determining the eligibility of pupils with special educational needs or disability which affects their ability to travel to school safely, accompanied where necessary.'
  - travel for pupils with special educational needs or disability provided to the nearest suitable school determined by the local authority,

which may be different to parental preference and different to the school named in the education and health care plan.
- complaints and appeals policy to provide greater clarity
- definition of the nearest suitable school to include a school agreed under the fair access protocol.

3.4 The consultation will request suggestions with supporting rationale for consideration of exemptions that may be considered.

4. Other Options Considered

4.1. This consultation will seek views on alternatives which could be considered.

5. Background

5.1 Local authorities are required by both the Education Act 1996 and the Education and Inspections Act 2006 to make suitable travel arrangements for certain children to attend school. Section 508B of the Act deals with the duty on local authorities to make such travel arrangements as they consider necessary to facilitate attendance at school for eligible children.

6. Wards Affected and Local Ward Members

6.1. All wards will be affected by the proposals outlined in this paper.

7. Implications of Recommendation

7.1. Policy Implications

7.1.1 It is proposed that there will be a suite of policy documents which include:
- Compulsory School Age Travel Policy
- Post 16 Travel Policy Statement
- Education Travel Payments Policy
- Education Travel Complaints and Appeals Policy
- Education Travel Behaviour Code

7.1.2 The compulsory school age travel policy covers home to school travel for all children with specific arrangements for pupils with special educational needs or a disability and available walking route set out in the appendices to this policy. The available walking routes appendices has been updated to clarify technical points and contacts, but the policy content remains unchanged.

7.1.3 The local authority is required to update and publish the Post 16 Education Transport Policy annually by the end of May. The existing Post 16 Transport Policy Statement was published on 31 May 2017. Subject to Cabinet approval, changes are being proposed to the transport arrangements which will lead to revised statement will be

formulated through engagement with relevant post 16 providers prior to the undertaking of statutory consultation.

7.1.5 The education travel complaints and appeals process provides clarity on how to complain/ request a route assessment and/or appeal against decisions on travel assistance.

7.1.7 The Sustainable Modes of Transport Policy is under development and will be subject to separate consultation. This will promote the use of sustainable travel and transport based on a recent audit.

7.2 Legal Implications

Education Travel, Compulsory School Age

7.2.1 Local authorities are required by both the Education Act 1996 and the Education and Inspections Act 2006 to make suitable travel arrangements for certain children to attend school. Section 508B of the Act deals with the duty on local authorities to make such travel arrangements as they consider necessary to facilitate attendance at school for eligible children.

7.2.2 Schedule 35B of the Act defines eligible children – those categories of children of compulsory school age (5-16) in an authority's area for whom free travel arrangements will be required – as follows:

Statutory walking distances eligibility

Local authorities are required to provide free transport for all pupils of compulsory school age (5-16) if their nearest suitable school is:

- beyond 2 miles (if below the age of 8); or
- beyond 3 miles (if aged between 8 and 16)

Special educational needs, a disability or mobility problem eligibility

Local authorities are required to make transport arrangements for all children who cannot reasonably be expected to walk to school because of their mobility problems or because of associated health and safety issues related to their special educational needs (SEN) or disability10. Eligibility, for such children should be assessed on an individual basis to identify their particular transport requirements. Usual transport requirements (e.g. the statutory walking distances) should not be considered when assessing the transport needs of children eligible due to SEN and/or disability.

Unsafe route eligibility

Local authorities are required to make transport arrangements for all children who cannot reasonably be expected to walk to nearest suitable school because the nature of the route is deemed unsafe to walk.

Extended rights eligibility

Local authorities are required to provide free transport where pupils are entitled to free school meals or their parents are in receipt of maximum Working Tax Credit if:

- the nearest suitable school is beyond 2 miles (for children over the age of 8 and under 11);
- the school is between 2 and 6 miles (if aged 11-16 and there are not three or more suitable nearer schools);
- the school is between 2 and 15 miles and is the nearest school preferred on the grounds of religion or belief (aged 11-16).

7.2.3 It is a parent's responsibility to ensure that their child gets to and from school at the appropriate time each day and to put in place the necessary travel arrangements. In exercising its duty, the Local Authority has a general expectation that a child will be accompanied by a parent where necessary, unless there is a good reason why it is not reasonable to expect the parent to do so.

Post 16 Transport Policy Statement

7.2.4 Local authorities are under a legal duty to prepare and publish an annual transport policy statement specifying the arrangements for the provision of transport or otherwise that the authority considers it necessary to make to facilitate the attendance of all persons of sixth form age receiving education or training.

7.2.5 The Local Authority has discretion to determine what support is necessary to facilitate attendance but must have regard to the Secretary of State's guidance and must give effect to the arrangements set out in its Policy Statement.

7.2.6 As defined in legislation (S.509AC of the Education Act 1996), a person receiving education or training at an establishment is of sixth form age if: he is over compulsory school age, but is under the age of 19; or, has begun a particular course of education or training at the establishment before attaining the age of 19 and continues to attend that course.

7.2.7 The 16-18 transport duty relates to young people of sixth form age including those with learning difficulties and/or disabilities aged up to 19 (and beyond the age of 19 if they are continuing on a particular course started before the age of 19).

7.2.8 Local authorities also have a duty under the Education and Skills Act 2008 to encourage, enable and assist the participation of young people with learning difficulties and/or disabilities up to the age of 25 in education and training. It therefore follows that it is good practice for local authorities to include information about what transport arrangements are available and whether they are adequate to enable these young people to participate.

7.2.9 The Statement must be published by the local authority by 31 May each year and the local authority should continue to monitor its progress throughout the year.

Sustainable Modes of Travel Strategy

7.2.10 Section 508A of the Education and Inspections Act 2006 places a general duty on local authorities to promote the use of sustainable travel and transport. The duty applies to children and young people of compulsory school age who travel to receive education or training in a local authority's area. The duty relates to journeys to and from institutions where education or training is delivered.

7.3 Financial implications

7.3.1 In 2014/15 the Council's transport functions were transferred to a wholly owned company (Transport Service Solutions Ltd). The management fee paid to the company of £8.9m annually covers home to school transport for mainstream and SEN pupils.

7.3.2 The Council's Medium Term Financial Strategy includes a target saving for 2017/18 of £390,000. Savings of £570,000 are planned for 2018/19 and 2019/20 through the proposed changes to education travel policies and more cost effective provision of travel arrangements.

7.3.3 The Council's three year medium term financial strategy assumes that the savings from School Transport will be delivered to enable the Council to maintain a balanced budget.

7.4 Equality Implications

7.4.1 An equality impact assessment will be update post consultation to reflect the final proposed policy**.**

7.5 Rural Community Implications

7.5.1 Travel assistance for children living in rural communities will continue to be provided in line with statutory requirements where the route to the nearest suitable school is over statutory walking distance or is unavailable.

7.6 Public Health Implications

7.6.1 The public health implications will be considered as part of the corporate sustainable mode of travel strategy update which will examine and promote the healthiest way of travelling to school.

8. Risk Management

8.1 Maintaining existing arrangements could mean that policy does not comply with the latest DfE guidance.

8.2 The increasing pressures upon Council funding and the increasing demands on transport requires the Council to consider all transport processes.

9 Access to Information

9.1 Contact the Report Writer

10 Contact Information

10.1 Contact details for this report are as follows:
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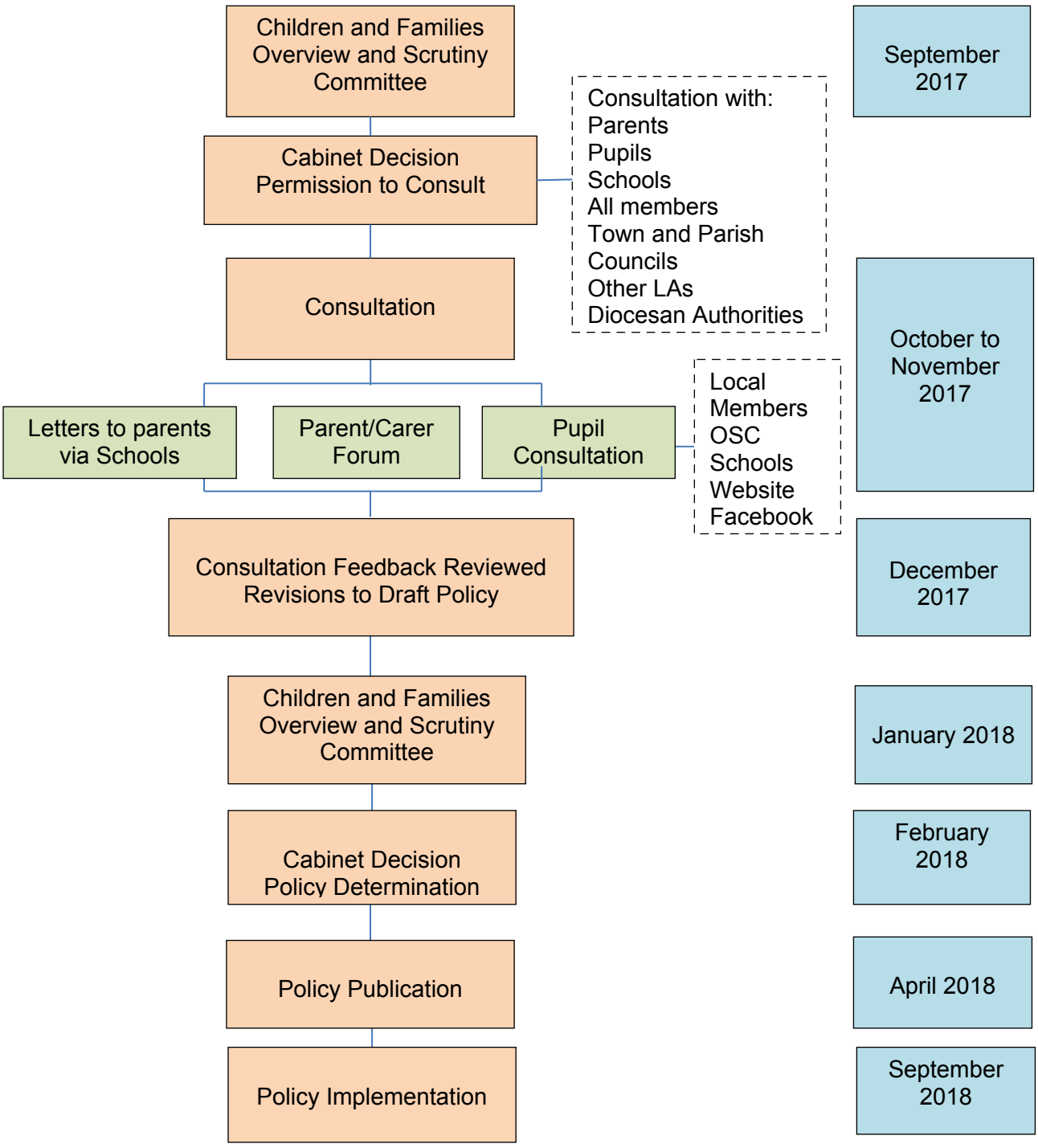
Designation: Director of Education and 14-19 Skills
Tel: 01606 271504
Email: jacky.forster@cheshireeast.gov.uk

Appendix 1

Compulsory School Age Education Travel Policy Programme



October 2017

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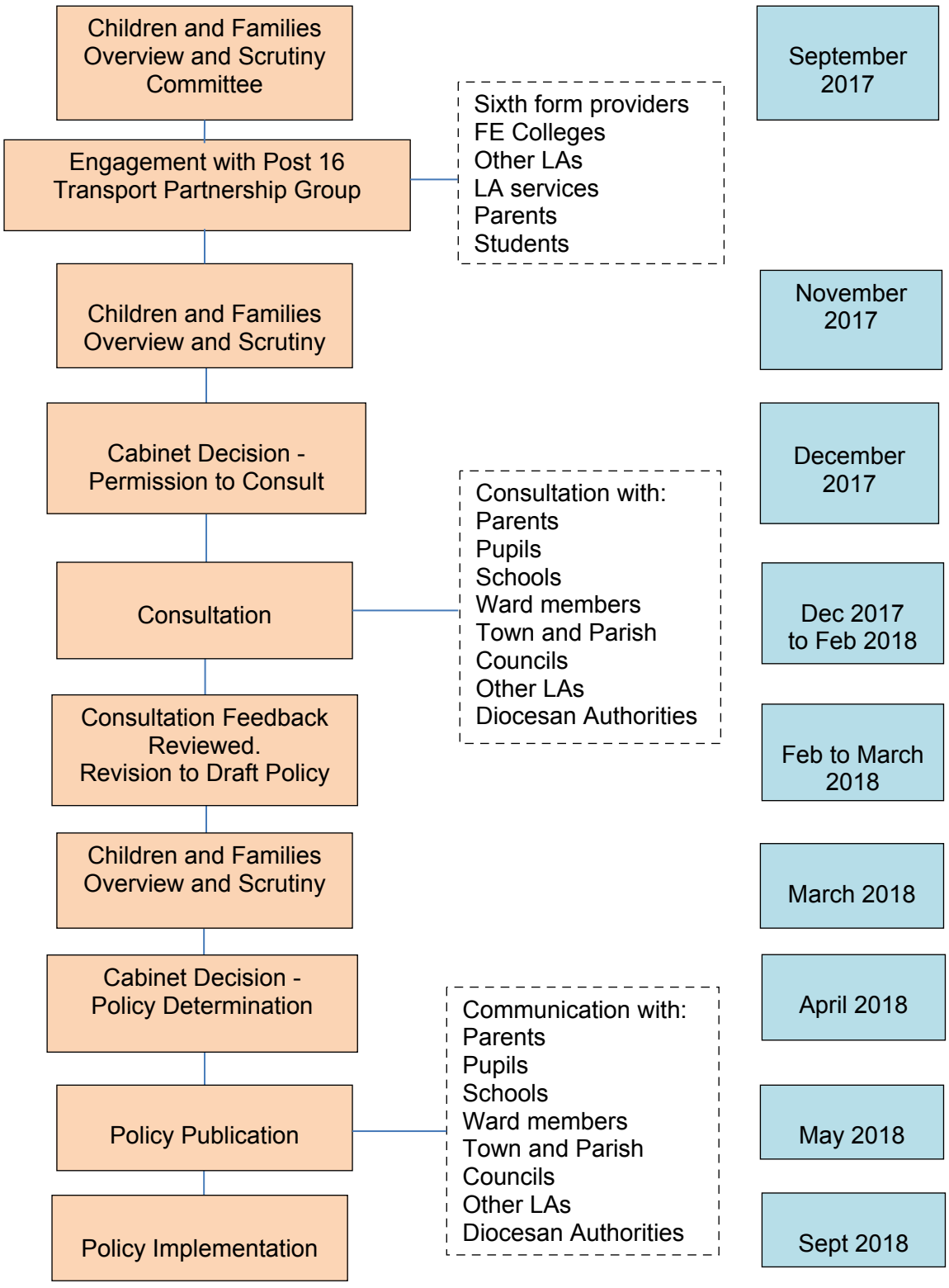
Appendix 2

Post 16 Transport Policy Statement


Children and Families Overview and Scrutiny Committee
September 2017
Engagement with Post 16 Transport Partnership Group
Sixth form providers
FE Colleges
Other LAs
LA services
Parents
Students
Children and Families Overview and Scrutiny
November 2017
Cabinet Decision - Permission to Consult
December 2017
Consultation
Consultation with:
Parents
Pupils
Schools
Ward members
Town and Parish Councils
Other LAs
Diocesan Authorities
Dec 2017 to Feb 2018
Consultation Feedback Reviewed. Revision to Draft Policy
Feb to March 2018
Children and Families Overview and Scrutiny
March 2018
Cabinet Decision - Policy Determination
April 2018
Policy Publication
Communication with:
Parents
Pupils
Schools
Ward members
Town and Parish Councils
Other LAs
Diocesan Authorities
May 2018
Policy Implementation
Sept 2018
September to October 2017

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	Questions	2013 Home to School Transport Policy	Policy Ref	Proposal	Relevant 2018 Policy Document	Comment or Extract from DRAFT 2018 Policy
1	Removal of discretionary travel assistance for children aged 8-11 travelling over 2 miles to the nearest suitable school?	Statutory duty is to the children living outside of the statutory walking distance of the nearest suitable school, which is, • Beyond 2 miles for children below the age of 8. • Beyond 3 miles for children aged 8 – 16. Discretionary travel assistance is given to children aged 8 to 11 based on 2 miles and over to the nearest suitable school.	Section B-1, page 7	To remove this discretionary element of the policy and not provide free travel to primary aged children (8-11) over 2 miles from the nearest suitable school but increase the distance in line with statutory duties to over 3 miles.	Education Travel Section 3	Criterion 1 - The child is living outside of the statutory walking distance of the nearest suitable school, which is, • Beyond 2 miles for children below the age of 8. • Beyond 3 miles for children aged 8 – 16. Children from low-income groups or families are defined in legislation as those entitled to free school meals, or whose families receive the maximum level of Working Tax Credit. A child aged 8 -11 in these circumstances has extended rights to free travel and will therefore continue to receive travel assistance over 2 miles as this is their statutory right.
2	Removal of discretionary travel assistance for children in temporary residential circumstances?	Current policy provides travel assistance to be provided on a discretionary basis, to provide support and stability to a child of statutory school age who is in general education and subject to a temporary change of address due to domestic violence, child protection or homelessness.When the child / family is permanently re-housed the child will be subject to the usual eligibility criteria, but safeguarding issues will always be considered when determining this and when deciding what type of assistance should be offered. At no time can the parent / carer delegate their responsibility for the safety of their child's journey to and from school.	Section 12, page 11	To remove discretionary temporary residential eligibility.	Not Included in Draft 2018 Policy	There is no reference in the draft policy to temporary residential circumsntances. Any mid year change, whether it permanent or for a temporary period will warrant an application for travel aassistance if the general criteria set out in the policy applies.
3	Revised criteria for determining eligiblity of SEND pupils?	Criteria for SEND includes two specific travel-related mobility eligiblities: a) severely restricted independent mobility; and b) lack of awareness of common danger and age appropriate independence skills. Sub sections are included as bullet point listings to provide clarity about these criteria.	Section B-4, page 8	The new DRAFT policy makes it very clear that most children with SEND will not require travel assistance. Local authorities are required to make transport arrangements for all children who cannot reasonably be expected to walk to school because of their mobility problems or because of associated health and safety issues related to their special educational needs (SEN) or disability. Eligibility, for such children should be assessed on an individual basis to identify their particular transport requirements.	SEND Education Travel section 3.	Where a child with SEND does not qualify for travel assistance under general criteria, as summarised above and set out in section 3 of the Local Authority's Education Travel Policy, travel assistance will be provided subject to the criterion outlined below: **• children who cannot reasonably be expected to walk to school because of their mobility problems or because of associated health and safety issues related to their special educational needs (SEN) or disability.** Travel assistance is only provided to the child's nearest suitable qualifying school. This is based on the nearest qualifying school to the child's home that can meet the child's SEND. If by parental choice a more distant school is attended, any travel arrangements shall remain the responsibility of the parent.
4	Removal of discretionary travel assistance for children with temporary medical needs?	The current policy states that temporary medical conditions may receive free travel due to accident, planned surgery or illness.	Section B-6, page 9	To remove discretionary temporary medical condition eligibility.	Not Included in Draft 2018 Policy	Children with temporary medical needs will no longer be eligible for travel assistance on the basis of their medical needs, but will retain eligibility, as appropriate, on distance, unavailable walking route, or extended rights or SEND criteria.
5	Rewording in the policy to make clear the need for general criteria to be met for permanently excluded children and the additional wording on temporary exclusions?	Permanently excluded children receive free travel to the nearest suitable school, which includes a pupil referral unit provided the normal eligiblity criteria eg distance is met.	Section B-7, page 9	To retain this arrangement and to include temporary exclusions, in accordance with statutory requirements. Reworded to ensure clarity about the need to meet normal criteria of distance, unavailable routes, and extended rights for low income families.	Education Travel Section 12	Relevant section extended to include wording from DfE Guidance to ensure compliance with statutory duties : Where a child is registered at a school, but is attending a place other than that school as a result of temporary exclusion, eligibility for home to school travel will apply to the other place for the temporary period. Wording also revised to state: Children admitted to another establishment following a permanent exclusion will not receive travel assistance other than when qualifying under normal criteria. The Local Authority will, however, work with parents to identify suitable travel arrangements and where travel is arranged on behalf of the family, parents will be required to meet the full cost of transport.
6	Removal of discretionary travel for parents with a disability	Children with parents with a disability may be eligible to receive travel assistance.	Section B-10, page 10	To remove discretionary travel	Education Travel Section 3 (criterion 4)	Children with parents with a disability will no longer be eligible to receive travel assistance.
7	Removal of discretionary travel for cared for children to a school that is not the catchment or nearest school and for this to be replaced with travel assistance only for the catchment or nearest suitable school with vacancies.	Policy states at Section 11 that the school at which a cared for child is placed by the Council will be deemed the qualifying school for transport purposes. A child will be provided with travel assistance if the child attends a 'qualifying school'.	Section B-11, page 10	Cared for children will continue to be eligible to receive free travel under normal criteria of age-related distance, SEND, unavailable walking route, or extended rights (low income) criteria to the catchment or nearest suitable school.	N/A	Draft policy makes no specific reference to a school at which a cared for child is placed. The criteria that would apply, which is set out in section 3 of the draft policy, provides eligibility for all children of compulsory school age and rising fives on the basis of aged-related distance, SEND, unavilable walking route, extended rights (low income families).
8	Introduce of a policy on direct payments, which will provide clarity and constincency of entitlement and implementation process	Reimbursement of travel costs based on mileage. Process is vague - policy states at section 2, page 16 : Where public transport is not available or appropriate, the following forms of travel assistance may be arranged: • a travel pass for use on a private service contracted to the Council; • an annual cycling allowance; • an annual parental mileage allowance (reimbursement of reasonable travel expenses); • travel by minibus or (in exceptional circumstances) a taxi. Section 8, page 22 . Where entitlement to travel assistance exists and there are difficulties in arranging public or other suitable transport, or where it would be exceptionally expensive, the Council may agree to reimburse reasonable travel costs, e.g. a mileage payment to parents / carers who are willing to transport their child to school in their own vehicle. Parents are under no obligation to accept the offer of reimbursement of travel costs and should contact the Council or visit the website for further information.	Section 2, page 16 and Section E-8, page 22	Replaced with direct payments for compulsory school age. A separate policy on direct payments has been produced to ensure clarity of process and entitlement and consistency of application. Direct payments can be made for any child eligible to receive travel assistance under the Council's policy if this would be a lower cost option.	Direct Payments	Mileage related and only agreed when it has been assessed as the lowest cost option at LA's discretion.
9	Introduce a Behaviour code for children and young people travelling on transport arranged by the LA	The current policy states: 11. Behaviour on transport The Council may decide to impose a temporary ban or withdraw travel assistance, **as it considers appropriate,** in the case of any child whose behaviour during the journey to or from school is not of an acceptable standard. In addition, schools can impose a number of sanctions ranging from detention to exclusion in order to deal with persistent misbehaviour on school transport. The Council publishes a code of behaviour for children, which can be found on the website. This code will be sent to children at the time that travel arrangements are confirmed.	Section E-11, page 23	Behaviour code produced, which includes the process to be implemented for poor behaviour on transport and categories of behaviour to ensure clarity and consistency in application.	Behaviour Code	New policy document

10	Introduce a policy to clearly define the complaints and appeals process	Appendix 2 to the current policy is a flowchart to illustrate the appeals and review process.	Section G, pae 25	New policy document produced N.and includes information for interested parties about the justification for appeal, the procedure at appeal hearings, timescales involved to ensure clarity of process and consistency of application	Complaints and Appeals Policy	New policy document
11	Change the age range for eligible Post 16 students with SEND? This has been amended to state that to be eligible to apply for travel assistance, the student must be: • aged 16-19 with an Education Health and Care Plan (EHCP); or • a continuing learner aged 19-25 with an EHCP.	Current Home to School Transport Policy states that support may be provided for post 16 continuing learners that qualified for travel assistance pre 16. The provision is at least up to the age of 21 and for maximum of three years for children with SEND who continue their education.	Section E-2, page 19 (also referred to in Section C-4, page 13)	Entitlement to travel assistance has been extended to ensure that continuing learners with SEND are supported with travel for the duration of their course/programme of study where it has been deemed necessary to provide this (subject to regular review). Once the particular course/programme of study has ended, so to will the entitlement to travel assistance. Travel assistance will not be available for all continuing learners with SEND, only those for whom it has been accepted (and verified with supporting evidence) that travel is necessary to facilitate learning on the basis of ensuring travel arrangements are adequate to enable these young people to participate. Any agreed travel assistance will be reviewed regularly to ensure any change in circumstances does not remove eligiblity.	Post 16 Transport Policy Statement Section 3.	The guidance issued by the Government specifies that the 16-18 transport duty relates to young people of sixth form age with learning difficulties and/or disabilities aged up to 19 (and beyond the age of 19 if they are continuing on a particular course started before the age of 19). Local authorities also have a duty under the Education and Skills Act 2008 to encourage, enable and assist the participation of young people with learning difficulties and/or disabilities up to the age of 25 in education and training. The entitlement to travel assistance has been extended to include Post 16 education travel for relevant young adults with SEND aged 16-19 receiving education or training and continuing learners over 19 and up to 25.
12	Proposal that students with SEND should be offered independent travel training (ITT) where the LA has deemed this to be appropriate, taking into account their particular special needs?	Current Post 16 Transport Policy Statement states that : wherever possible, independent travel training (ITT) should be promoted to encourage independence rather than dependency. Secondary aged pupils who have been assessed as requiring travel assistance because of their special needs will receive support for independence and mobility training as part of their school curriculum. This has the aim of reducing their reliance on individual transport, in preparation for adult life.Plans to encourage independent travel must be put in place by the school and parents/ carers, working in partnership to mutually agreed targets. Progress will be evidenced at each subsequent annual review. This step is regarded as a positive achievement towards the child's progress in becoming an independent traveller.	Section D(4) page 17	To offer Independent travel training (ITT) for SEND students applying for travel assistance, as deemed appropriate by the LA taking into account the specific needs of the student to ensure suitability.	Post 16 Transport Policy Statement Section 3.2 **SEND Travel Policy Para ?**	The draft Post 16 Transport Policy Statement states: Where the Local Authority deems it to be appropriate, students who have not accessed public transport previously will be required to undertake Independent Travel Training (ITT). The Local Authority will take into account the learner's individual needs in making its assessment. If a student is identified as ready to undertake ITT, refusal to participate may affect any future applications for travel assistance. The draft policy also states: For Post 16 students that have not already completed Independent Travel Training (ITT), an assessment of the suitability to receive ITT will be undertaken at the time eligibility for travel assistance is agreed. Where ITT is considered appropriate, temporary travel assistance will be agreed in the first instance with a review date being set to reassess eligibility for travel assistance on completion of the training. **The draft SEND policy offers Independent travel training to support children and young people to travel independently to school, support transition to adulthood and provide wider social benefits.**

Count of Local authority Primary and secondary split	Total
No	27
Yes	7
Grand Total	**34**

Count of Local authority Statutory Minimum split: 0-8 years, 8+ up to 16 years	Total
No	7
Yes	27
Grand Total	**34**

Count of Local authority Looked after Children/ Cared for Children/in public care discretionary assistance given	Total
No	18
Not Known	1
Yes	15
Grand Total	**34**

Count of Local authority Child's Medical Needs discretionar	Total
No	4
Not Known	1
Yes	29
Grand Total	**34**

Count of Local authority Parents Disability Needs discretionary assistance given	Total
No	15
Not Known	1
Yes	18
Grand Total	**34**

Count of Local authority Direct Payments/ Mileage to Parents instead of transport - lower cost option	Total
No	13
No	1
Not Known	1
Yes	19
Grand Total	**34**

Count of Local authority Post 16 Charging Policy parents ch	Total
No	15
Yes	19
Grand Total	**34**

Count of Local authority Post 16 Low Income Travel Assistance discretionary assistance given	Total
No	17
Yes	17
Grand Total	**34**

			Age Defined Eligibility							
Local authority	Statistical 'Nearest' Neighbour Indicator ranked in order of closeness	North West (NW) Neighbour or Next Door (ND) Neighbour	Primary and secondary	Statutory Minimum: 0-8 years, 8+ up to 16 years	Looked after Children/Cared for Children/Children in Public Care Discretionary Assistance Given	Child's Medical Needs Discretionary Entitlement	Parents Disability Needs Discretionary Assistance Given	Direct Payments/Cash Grant/Mileage to Parents Instead of Transport - lower cost option	Post 16 Charging Policy Parents Charged All or Part of Cost of Providing Transport	Post 16 Low Income Travel Assistance Discretionary Assistance Given
Cheshire West and Chester	1	ND	No	Yes	No	Yes	No	Yes	Yes	Yes
Warwickshire	2	N/A	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Central Bedfordshire	3	N/A	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Warrington	4	ND	Yes	No	Yes	Yes	No	Yes	Yes	No
Hampshire	5	N/A	No	Yes	No	Yes	Yes	No	Yes	No
North Yorkshire	6	N/A	No	Yes	Yes	Yes	Yes	Yes	Yes	No
East Riding of Yorkshire	7	N/A	Yes	No	Yes	Yes	No	Yes	Yes	No
Solihull	8	N/A	No	Yes	No	Yes	Yes	Yes	Yes	Yes
North Somerset	9	N/A	No	Yes	No	Yes	Yes	No	Yes	Yes
West Berkshire	10	N/A	No	Yes	No	Yes	Yes	Yes	Yes	No
Blackburn with Darwen	N/A	NW	No	Yes	Yes	Yes	Yes	No	No	Yes
Blackpool	N/A	NW	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Bolton	N/A	NW	No	Yes	No	Yes	Yes	No	No	Yes
Bury	N/A	NW	No	Yes	No	Yes	Yes	Yes	Yes	No
Cumbria	N/A	NW	No	Yes	No	Yes	No	No	Yes	Yes
Halton	N/A	NW	No	Yes	Yes	Yes	Yes	Yes	Yes	No
Knowsley	N/A	NW	No	Yes	No	Yes	No	No	No	Yes
Lancashire	N/A	NW	No	Yes	No	Yes	Yes	No	No	No
Liverpool	N/A	NW	Yes	No	Yes	Yes	Yes	Yes	Yes	No
Manchester	N/A	ND	Yes	No	Yes	No	No	No	Yes	No
Oldham	N/A	NW	No	Yes	No	No	Yes	No	Yes	No
Rochdale	N/A	NW	No	Yes	No	Yes	No	No	No	Yes
Salford	N/A	NW	No	Yes	Yes	Yes	No	Yes	Yes	No
Sefton	N/A	NW	No	Yes	No	Yes	No	No	No	No
St Helens	N/A	NW	Yes	No	No	No	No	Yes	No	No
Stockport	N/A	ND	No	Yes	No	No	No	No	No	No
Tameside	N/A	NW	No	Yes	Yes	Yes	Yes	Yes	No	No
Trafford	N/A	ND	No	Yes	No	Yes	Yes	No	No	Yes
Wigan	N/A	NW	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Wirral	N/A	NW	No	Yes	No	Yes	No	No	No	No
Staffordshire	N/A	ND	No	Yes	No	Yes	No	Yes	No	Yes
Stoke	N/A	ND	No	Yes	Yes	Yes	No	Yes	No	Yes
Derbyshire	N/A	ND	No	Yes	Yes	Yes	No	Yes	Yes	Yes
Shropshire	N/A	ND	Yes	No	Not Known	Not Known	Not Known	Not Known	Yes	Yes

Data collected online July 2017

Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Linda Couchman – Acting Strategic Director of Adults, Communities and Health

Subject/Title: Support for Syrian Refugees and Asylum Seekers

Portfolio Holder: Cllr P Bates, Finance and Communities

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1. Report Summary

This report is to update Cabinet on the three programmes under support for Syrian Refugees and Asylum Seekers, which are:

- Syrian Vulnerable Person Resettlement
- Unaccompanied Asylum Seeking Children
- Asylum Seeker Dispersal

The report requires Cabinet to agree next steps in the Asylum Seeker Dispersal programme.

Syrian Vulnerable Person Relocation

1.1 We informed Cabinet on 11 April 2017 in the Syrian Vulnerable Person Relocation & Unaccompanied Asylum Seeking Children Update that we had received 5 Syrian refugee families in January, March and April 2017 (totalling 27 individuals made up of 10 adults and 17 children). This demonstrates this Council's commitment to fulfiling its agreed recommendation on 13 September 2016 to welcome up to 3-5 families as part of the Syrian Vulnerable Person Resettlement programme. The work that has been done in preparation for the families arriving has been phenomenal in terms of the commitment from Council staff, partner agencies and the local community, in particular the faith community.

1.2 All 5 families have settled in smoothly with a welcoming and supportive local community response. All relevant issues regarding health, social care, education, housing and benefits have been resolved. There are some on-going support needs regarding health appointments and housing which is being supported by the Care4CE case workers. The children within the families are well settled in school and ESOL support to the parents is progressing well. The Council's Supported Employment team are now engaged in the next step of support which is to secure employment for the parents. The outcomes of this programme continue to be a great success story for Cheshire East

1.3 One of the Syrian families has made a resettlement submission under the Family Reunification category to the United Nations High Commissioner for Refugees for other family members, specifically grown-up children, who have remained in Syria. We have yet to hear the outcome of this submission, which could take some time to process.

1.4 The contract for Refugees Welcome and SLA with Care4CE are capable to be extended for a further 12 months, which can be met financially through the Home Office funding agreement. This could then further support the 5 Syrian families as they transition through arrival, learning the English language and prepare for employment.

Unaccompanied Asylum Seeking Children

1.5 In relation to Unaccompanied Asylum Seeking Children, we have transferred three groups of young people into the Council's care in June, October and December of 2016 and as at 1st August we have responsibility for 17 young people in total, 4 as Looked After Children and 13 as Care-Leavers. We are particularly grateful to one of our 16+ accommodation providers whose staff have repeatedly demonstrated their flexibility and commitment to assisting us in meeting the needs of this group of young people. As a result, young people who have endured extraordinary life experiences in their journeys to this country have been fully supported in settling into their new lives in Cheshire East.

1.6 We last met with the NW Regional Strategic Migration Partnership in early July and there was little to report on the outstanding commitment to take young people under the Dubs amendment which still falls around 280 short of the Government's revised ceiling of 480 cases; the Home Office says that this is because of delays in the member states (France, Italy and Greece) identifying suitable young people. Some authorities including a number in the North West have still not taken their original commitment of 4 Dubs cases. Our next meeting with the RSMP is in September when we hope that the position will be more clear.

Asylum Seeker Dispersal

1.7 We received a communication from the Home Office, in March of this year, requesting a meeting with officers to discuss the Council commencing delivery of the Asylum Seeker Dispersal programme. The last meeting held with officers took place in November 2016. At this meeting officers described the community resilience work, which was underway to address recent community tensions in the primary placement area of Crewe. The primary area is where properties would be sourced for economic reasons by the Home Office Asylum Seeker Dispersal delivery partner Serco. This meeting emphasised the priority for the Borough at that time as the resettlement of children (Unaccompanied Asylum Seeking Children) and families (Syrian Vulnerable Person Resettlement). This work is now positively embedded.

1.8 In the Home Office communication it states that Cheshire East is now the only North West Local Authority not delivering this programme, and reminds us of our

initial pledge of 15-20 properties which was taken in Cabinet in November 2015 in the Cheshire East Council Position on Support for Syrian Refugees and Asylum Seekers report and the following recommendation was agreed:

'Volunteer to participate in COMPASS on a voluntary basis, working with the Regional Strategic Migration Partnership to consider procurement requests from Serco on a one-by-one basis, up to 15-20 properties, before reviewing the scheme'.

This represented a measured and proportionate response to the Home Office ask of Councils, whilst ensuring that consideration of local needs are prioritised, when requests are made by Serco for properties within the primary area. However Serco would require delivery volume to enable the provision here to be financially viable (e.g. staffing resource and property rental). Therefore we would propose the development and mutual agreement of a phased implementation plan with Serco and the Home Office be developed. That this plan would include an initial property and a review of learning, and not exceed previous agreement by Cabinet.

1.5 The purpose of this report is to consider the delivery approach for our response to the Home Office over a specific timeframe that allows for reflective learning to occur following initial programme delivery.

2. Recommendation

(i) To delegate to the Executive Director of People in conjunction with the Executive Director of Place the authority to work both sub-regionally and with the Home Office to further consider this Council's delivery of the Asylum Seeker Dispersal programme, accounting for the experience and learning from the delivery of Syrian Vulnerable People Resettlement and Unaccompanied Asylum Seeking Children programmes.

(ii) To agree a commencement date with the Home Office, preferably January 2018, for the initial delivery of 15-20 properties over a three year period under the Asylum Seeker Dispersal programme, building in an initial review of learning once the programme commences (an agreed phased implementation plan).

(iii) To report to the portfolio holders for Finance and Communities, Children and Families and Housing and Planning on programme delivery updates following programme commencement, along with Unaccompanied Asylum Seeking Children and Syrian Vulnerable Person Resettlement updates.

3. Other Options Considered

3.1. Government may move to require Cheshire East to deliver the Asylum Seeker Dispersal programme by making a specific allocation to ensure fair and equitable distribution across local authorities at a national or regional level. We

could opt to await this occurring, prior to commencing programme involvement, however this would not give us control of numbers of properties and individuals.

3.2. Alternatively, we could make a revised pledge to the Home Office that specifies the range of properties and anticipated number of people per property as set out in our initial pledge to be delivered over a three year programme. Allowing for a review of learning following initial programme commencement.

4. Reasons for Recommendation

4.1. People and Places will need to work together to deliver Asylum Seeker Dispersal with Serco as the Home Office delivery partner within the Borough. The operational lead would be held by Strategic Housing supported by People's Directorate for this programme. Peoples Diretorate would need to work closely with partners:South Cheshire Clinical Commissioning Group and Cheshire Police.

4.2. Community Cohesion – Crewe is a place with great potential and an increasingly diverse community which attracts many people from different cultures and communities to live and work. The diverse cultures and communities in Crewe provide social, cultural and spiritual capital that people can tap into and improve their community wellbeing. The government has also recognised the benefits and importance of diversity in providing cultural and social resources to the learning and development of young people. This is being realised in some communities of Crewe, some of whom have never been exposed to other cultures / religions other than their own.

Cheshire East vision is to be a warm and friendly place – where people get on with each other across every community, which welcomes new people and makes them feel at home, and where everyone can respect the place and each other.

For many people, the term Community Cohesion can be unclear and it is often confused with race relations, or perhaps seen as relating only to minority groups or migrants. The governement defines community cohesion as including; having a common vision and sense of belonging for all communities. Also, that strong and positive relationships are being developed between people from different backgrounds and circumstances in the workplace, schools and neighbourhoods.

With this in mind we have developed a Crewe Community Cohesion Action Plan, a partnership between communities and organisations with the aim of tackling barriers to community cohesion and accessing of services. Furthermore, reinforcing the positives and benefits of multi-cultural communities and encouraging positive messages around immigration and integration. This ongoing pilot work focuses on people being able to build strong and positive relationships with each other, and the intention is to evaluate the pilot work in 2017 and use the learning gained to develop and implement actions across other towns and areas in Cheshire East.

4.3 Controlled implementation of Asylum Seeker Dispersal delivery would enable us to review this experience and to learn from it. This would be more appropriate for our local circumstances, the Council and its partners. The controlled implementation of asylum seeker dispersal also means that we have mechanisms in place that help people feel welcome and have different communities involed in the work, thus taking ownership of their communities and how to build and improve community relations.

5. Background

5.1. Nationally the Refugee Council publishes asylum seeker statistics. The February 2017 quarterly asylum statistics summarise data for quarter four 2016 (full document link is at 9.3) provides contextual information when considering this Council's position:

5.1.1. The number of asylum applicants in the quarter were 7419, a decrease when compared with the same quarter in 2015 (10,196).

5.1.2. Decisions reached in the quarter were 6088. 32% were granted asylum. 4% were granted humanitarian protection, discretionary leave or other. 64% of asylum requests were refused.

5.1.3. Appeals held in the quarter were 4077. 35% were allowed, 57% were dismissed and 8% were withdrawn.

5.1.4. The top ten nationalities seeking asylum in quarter four were: Iran (832), Iraqi (659), Pakistan (606), Afghanistan (578), Sudan (512), Eritrea (442), Bangladesh (439), Albainia (416), India (360), Nigeria (273).

5.2 The Asylum Seeker Dispersal programme is for those individuals who arrive in the UK where their status is to be determined following the submission of an application for asylum. A Home Office decision on refugee status is generally determined in 182 days. Approximately eighty percent of those seeking asylum are generally single males aged 18 to 40 years. More information on the ASD delivery approach is as follows:

5.2.1 The Home Office have a contract with a service delivery partner to accommodate and support asylum seekers; for the North West this is Serco. Serco sources and equips dispersal accommodation (including maintenance and payment of utility bills, entering into lease agreements for accommodation for up to five years). They then provide support to individuals to settle within the community whilst their application is being assessed.

5.2.2 Serco will identify housing officers, a community link person, and a partnership lead who will work within the borough consistently; this would allow good working relationships to develop. Serco require our assistance to identify suitable locations within the authority where they can source accommodation that is economically viable, with access to

good public transport routes, closeness to a post office and other community services.

5.2.3 Serco requests a local authority to agree to the provision of 20-30 properties over a 6 – 10 month period. This allows for both a phased commencement plan and assurance that the staffing provision is financially sustainable. This is not a level as a Council we could commit to, given the high levels of housing demand in the private rental sector.

5.2.4 There has recently been a lot of negative publicity around the increase in levels of Homes of Multiple Occupation within Crewe, therefore it is essential that the properties identified by Serco do not add to this situation and fuel further community tensions within these areas. Strategic Housing will work closely with Serco when they are considering the properties to potentially lease.

5.3 By contrast our nearest neighbour Cheshire West and Chester agreed up to 20 properties maximum to be procured, with a review after this point. Serco have secured lower unit numbers so far, as they are competing with others in the private rental sector, and not all landlords are keen to be involved in this programme. The requests for post code checks have resulted in a high property attrition rate.

6. Wards Affected and Local Ward Members

6.1. The area that is most economically viable for properties for multiple occupation is within the Crewe area. Therefore all wards could potentially be considered as a part of the post code check with the Council and the Police prior to Serco entering into any formal contracts with landlords.

7. Implications of Recommendation

7.1. Policy Implications

7.1.1. There are no immediate policy implications for consideration.

7.2. Legal Implications

7.2.1. **Asylum Seeker Dispersal:** The Council has neither the statutory duty nor the power to provide financial support or accommodation to asylum seekers. Section 95 of the Immigration and Asylum Act 1999 provides that the Secretary of State may provide, or arrange for the provision of support for asylum seekers and their dependants who appear to be destitute.

This support is provided by the Home Office under the Immigration and Asylum Act 1999, the only exception being cases in which asylum seekers have eligible social care needs. In those cases, the Council may have duties to provide support.

Asylum seekers have access to a range of public services including health and education. Section 100 of the 1999 Act makes provision for the Secretary of State to instruct the cooperation and support of local authorities in carrying out her functions under the Act.

For asylum seekers who arrive in our area we have responsibility for assessing and meeting their care and support needs whether they were a child / young person and/or adult under the Children Act 1989 and the Care Act 2014.

If an asylum seeker is granted Refugee Status; Humanitarian Protection; Discretionary Leave (unless a "No Recourse to Public Funds" condition is attached); or Indefinite Leave to Remain they are then able to access mainstream benefits on the same basis as a British national. Where an asylum seeker is granted one of these statuses the Council may have a statutory obligation to prevent homelessness.

Failed asylum seekers may remain in the UK with no recourse to public funds until they are served with removal directions by the Home Office. Section 115 of the Immigration and Asylum Act 1999 states that a person will have 'no recourse to public funds' if they are subject to immigration control. Public funds include welfare benefits and public housing. Since local authority support provided under community care and children's legislation is not a public fund, a destitute person with NRPF (No Recourse to Public funds Network) can turn to their local authority for assistance. In those cases, there may be duties on the Council to provide support in the form of subsistence and accommodation. However, if such persons fail to comply with removal directions they will be in breach of immigration law and the Council's duties would end (subject to the outcome of any human rights assessment).

7.3. **Financial Implications**

7.3.1. Accommodation and support is funded by the Home Office directly therefore no funding would be received by the Council.

7.3.2. Whilst a decision on an asylum seekers right to remain as a refugee is made all costs are covered by the Home Office through their delivery partner Serco.

7.3.3. Post decision, there may be financial costs for interim housing rental & benefit payments (see section 8).

7.3.4. Should an individual be granted leave to remain, there may be ongoing rental accommodation and benefit costs until the person secures employment and becomes financially independent. Those asylum seekers who are granted refugee status may seek to apply for family

reunion. This may have further financial impact for the Council and its partners. Eligibility to claim housing benefit is determined by the status awarded when someone enters the country. If granted the right to reside, then entitlement to claim housing benefit would be at Local Housing Allowance levels for properties within the private rented sector.

7.4. **Equality Implications**

7.4.1. An Equality Impact Assessment is in place and is reviewed by the Multi Agency Group. This provides an active assessment to ensure we consider any unintended consequences for specific characteristic groups through the delivery of all humanitarian programmes.

7.5. **Rural Community Implications**

7.5.1. From our work to date, it is seen as important that accommodation has good access to infrastructure services, and transport routes. Therefore it is considered that accommodation in rural areas may not best suit this programme's delivery.

7.6. **Human Resources Implications**

7.6.1. There are no immediate policy implications for consideration. There would be implications for Primary Care as GP provision would be needed for these individuals. This needs to be considered in the context of existing pressures within the Primary Care system.

7.7. **Public Health Implications**

7.7.1. Health Screening is undertaken by the Home Office to determine if someone is fit to travel to their initial accommodation. Serco would then speak with the relevant GP practice to make arrangements for initial patient registration. The indication is that those seeking asylum are generally 18 to 40 years. The asylum seekers country of origin, and their experiences leading to them seeking asylum, could impact on their general health. However the initial health screening and registration with a local GP practice would mitigate any wider implications for health.

7.8. **Implications for Children and Young People**

7.8.1. There are no immediate implications for consideration.

7.9 Other Implications

7.9.1 Cheshire Police are not aware of any policing implications, or community tension that would cause any policing concerns to Asylum Seeker Dispersal delivery in the Borough.

7.9.2 Should the Council agree to Asylum Seeker Dispersal delivery DWP would support the suggested phased implementation approach. As there is a 182 day period before refugee status is granted and possible entitlement to public funds is determined then DWP feel that this would give adequate lead in time to plan and prepare its capacity to deal with any claims to benefit that would be required.

7.9.3 We have an established Multi Agency Group that reviews Unaccompanied Asylum Seeking Children, Syrian Vulnerable Person Resettlement and Asylum Seeker Dispersal could be monitored through this group. Partners would value this and this would support our continuous collaboration with them. Multi Agency Group includes: Clinical Commissioning Groups, Department of Work and Pensions, Police, Mental Health Services, Adults, Children & Families, Strategic Housing, Public Health, Communities and the Faith Sector.

8. Risk Management

8.1 Risk - Not agreeing a commencement date for the Asylum Seeker Dispersal programme could result in higher numbers of properties than agreed in the November 2015 cabinet report being imposed on the Council by the Home Office.

Risk Mitigation – To agree a commencement date and deliver on the agreement made in the Cabinet report of November 2015.

8.2 Risk - Post an asylum decision being made the Council may need to financially support accommodation (rental and benefits) for those who have the right to remain.

Risk Mitigation – One of the greatest needs within both social and private housing stock is for one bedroomed/shared accommodation for single applicants. Therefore there would be increased competition for a limited housing resource. If we are unable to secure accommodation for single people we have a duty to, then this could put a pressure on temporary accommodation costs. However we understand that in reality, individuals who secure refugee status tend to relocate to major cities such as Manchester, Liverpool and London seeking employment.

8.3 Risk – Community Cohesion - The increase in migrant and minority populations also brings with it some challenges to the local authority, service providers and some settled communities. Some of these challenges include disengagement and mistrust of services and communities by both settled and migrant communities. The effective integration of migrants into our local communities is dependent on migrants having contact with settled residents and access to services, including having an understanding of how our local services work.

Risk Mitigation - The Community Cohesion Action Plan has been developed as a result of identifying these challenges and its key objectives are:

- To improve our understanding of our communities and cultures, so we are better able to plan and support our communities effectively.
- Increase community engagement and capacity building, so, we can build trust and better working relationships with our communities and they can also identify their own social, cultural and spiritual capital and be self-sufficient.
- Improve equality of service delivery by the Council and its partners to reduce barriers to service delivery.
- Strengthen the role of voluntary, community and faith sector organisations.
- Increased capacity and support for minority communities.
- Tackle racism and reduce hate crime.
- Supporting those newly arrived / newly settling, to integrate into the local community.
- Helping to develop active citizenship opportunities in education and cultural identities and improve relations between young people from different ethnicities and cultures and help schools become the centre of developing social cohesion within their communities.
- Increasing access to English for Speakers of Other Languages (ESOL) classes and other language support within local communities, so we are able to reduce barriers to accessing services and support, thereby improving health and wellbeing outcomes for migrant communities.

Community Connectors – These trained volunteers support communities to become more connected to local people and organisations. The aim is to bring local people together to share information and ideas and make Crewe a welcoming place to live. Community Connectors will enable people to address social challenges by using resources from within their communities.

8.4 Risk – Securing property on a one-by-one basis for Serco would financially be unviable when considering the staffing resource needed to support Asylum Seeker Dispersal, and the potential for efficiencies when securing more than one property from a landlord (e.g volume rental efficiencies for a publicly funded programme).

Risk Mitigation – Working directly with Serco to agree an initial property and phase develop a plan for subsequent properties on an incremental basis would ensure that controls are in place to mitigate local risk for the Council and also for Serco as the Home Offices delivery partner in respect of delivery being economically viable.

9 Access to Information/Bibliography

9.1 Cabinet Report September 2016

http://moderngov.cheshireeast.gov.uk/ecminutes/ieListDocuments.aspx?CId=241&MId=6103

9.2 Cabinet Report November 2015

http://moderngov.cheshireeast.gov.uk/ecminutes/ieListDocuments.aspx?CId=241&MId=5810:

9.3 Refugee Council Quarterly Asylum Statistics February 2017

http://www.refugeecouncil.org.uk/assets/0003/9782/Asylum_Statistics_Feb_2017.pdf

10 Contact Information

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Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Frank Jordan, Executive Director of Place

Subject/Title: Crewe Hub Consultation – Cheshire East Response

Portfolio Holder: Cllr Rachel Bailey, Leader of the Council

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1. Report Summary

1.1. The arrival of HS2 to Crewe is a once in a lifetime opportunity to deliver transformational growth across Cheshire, North Staffordshire and North Wales. It also has the capacity to deliver wider economic and productivity benefits across the North West, Midlands and Wales.

1.2. The Council has taken a supportive stance on HS2 subject to the inclusion of a new Hub Station at Crewe provided that the highest standards of mitigation and compensation are applied.

1.3. The council is preparing a comprehensive Masterplan for Crewe setting the framework for development over the next 25 years, stimulated by HS2 connectivity.

1.4. The Council is also working with partners in the Constellation area which spans Cheshire and North Staffordshire to develop a HS2 Growth Strategy demonstrating the scale of plan led growth that the catalyst of HS2 can unlock across the region. For Cheshire East this will deliver a plan led reponse to growth and development.

1.5. However, these plans and the wider economic potential of the Crewe hub is predicated on securing the right rail infrastructure solution for Crewe. The base case Crewe Hub solution is set out in the Phase 2a Hybrid Bill proposals and only allows for 2 HS2 trains per hour stopping at Crewe, serving only London. This shift in connectivity in itself will not be sufficient to support the transformational economic growth agenda of the region.

1.6. On the 17th July 2017 Government launched a consultation document "Crewe Hub consultation – Moving Britain Ahead" which introduces 3 alternative rail infrastructure solutions for the Crewe Hub which could give Crewe and the surrounding region even better access to high speed services, serving even more destinations.

1.7. This consultation sets out 3 scenarios for a Crewe Hub Station:

- Scenario 1 – Crewe Hub route serving Stoke-on-Trent (through splitting and joining one train per hour)

- Scenario 2 – Crewe Hub route serving Stoke-on-Trent and upgrading capacity (through splitting and joining two trains per hour)

- Scenario 3 – Crewe Hub with a new northern junction (which is in addition to Scenario 2) and allowing for high speed services to Manchester and Birmingham.

1.8. This report seeks Cabinet approval of the Council's response to the consultation included in Appendix 1.

1.9. The Council welcomes the Crewe Hub consultation and the inclusion of the option for a northern junction in Scenario 3 providing the infrastructure needed to allow Crewe to have direct HS2 services to Manchester and Birmingham as well as London. It is only Scenario 3 that is capable of delivering the transformational growth ambitions of the Crewe Masterplan and Growth Strategy for the Constellation Partnership area. .

2. Recommendation

2.1. Cabinet are recommended to approve the proposed consultation response on the Crewe Hub options as set out in Appendix 1

3. Other Options Considered

3.1. The Crewe Hub consultation provides the opportunity for Cheshire East to present a case for an enhanced Hub Station at Crewe that offers direct HS2 services to Manchester, Birmingham and London. This would support the growth ambitions of Cheshire East, the Constellation Partnership and beyond.

3.2. Scenarios 1 and 2 as set out in the Crewe Hub Station consultation document would not allow for direct HS2 services to Mancheshter and Birmingham which are essential for the growth ambitions of Cheshire East and our Partners to be realised. Therefore the Council would not be able to support these options for the Crewe Hub Station.

3.3. There is an overwhelming case for Scenario 3 as compared to the base case soluion and scenarios 1 and 2. This is demonstrated in the consultation material itself with Scenario 3 displaying a transport BCR (benefits to costs ratio) of 2.7, exceptionally high for a rail scheme, and significantly higher than the 1.6 and 0.8 calculated for scenarios 2 and 1 respectively.

3.4. Whilst Scenario 3 has the potential to deliver the transformational benefits and economic potential of the region it does not deliver the ability for the Crewe Hub to offer at least 3 HS2 trains an hour to each of London,

Manchester and Birmingham. Therefore the Council would seek to safeguard a stop at Crewe on one of the HS2 London to Manchester services as well.

3.5. The consultation only considers the rail infrastructure options to accommodate HS2 at Crewe. Decisions on the station design, scope and delivery are subject to separate discussions between the Council and the Department for Transport. Whilst the Council is potentially prepared to make a local contribution towards a station design that supports the Crewe Masterplan and the growth ambitions of the Constellation Partnership it is not prepared to fund the rail infrastructure including a northern junction.

4. Reasons for Recommendation

4.1. The recommendations above have been made in order to maximise the economic and transport benefits of the Crewe Hub Station for Cheshire East, the Constellation Partnership, the Welsh Government and the wider Midlands and North West economies.

4.2. The right Hub Station and HS2 connectivity at Crewe would bring about significant economic growth in many areas across the UK. The Council are looking to ensure the Crewe Hub Station solution maximises the positive impact on the local economy. Economic growth would be realised through jobs directly related to HS2, either during construction or associated to its operation, and also as a result of better transport links to other major towns and cities across the UK.

4.3. This means delivering a rail infrastructure solution that offers at least 3 HS2 services an hour to each of London, Manchester and Birmingham and one which is resilient and flexible such that it is future proofed for new local and regional services to support he regional growth ambitions.

4.4. This consultation provides the opportunity for Cheshire East to influence Government's decisions on the Crewe Hub Station rail infrastructure to support growth ambitions of the region.

5. Background/Chronology

5.1. The Secretary of State for Transport, the Rt Hon Patrick McLoughlin MP, announced the initial preferred line of route and station options in January 2013 and the first round of public consultation ran until the end of January

5.2. In November 2015 the Secretary of State made the decision on the final preferred option for the Line of Route for Phase 2A, from Fradley to Crewe. At the same time safeguarding directions were issued to protect the route from conflicting development and a property consultation was launched to assist those living along the Phase 2A route. This directly affects those properties within 300m either side of the proposed HS2 Line of Route.

5.3. In November 2016 the Secretary of State proposed that the site for any HS2 Hub Station at Crewe should be on the site of the existing station.

5.4. The current Government base case for Crewe is a solution that delivers 2 HS2 trains per hour to London only and to be delivered by 2027. This would reduce journey times to London from Crewe to 55 minutes.

5.5. Over the past 5 years the Council's evidence base for an enhanced Hub Station at Crewe has been strengthening. An enhanced Hub Station is one that is capable of handling 7 stopping HS2 trains per hour with direct HS2 connectivity to Manchester and Birmingham as well as London. This would bring Manchester and Birmingham within 21 minutes and 28 minutes of Crewe respectively and see Crewe become one of the best connected places in the UK.

5.6. This evidence shows that the difference in economic and social benefits that can be delivered by an enhanced station as compared to a base case station is stark. A HS2 Growth Strategy from the Constellation Partnership will be submitted to Government this autumn and will demonstrate how an enhanced Hub Station at Crewe will support the delivery of significant housing and employment growth across South Cheshire and North Staffordshire.

5.7. The Council is working with Government, Network Rail and Partners across the North West, Midlands and Wales to influence decision making over the Crewe Hub proposals and maximise the benefits that can be delivered.

Crewe Hub Consultation

5.8. The Crewe Hub Consultation – Moving Britain Ahead launched on 17th July 2017 and is running to 12th October 2017. The consultation material is available on the Government webpage (https://www.gov.uk/government/consultations/crewe-hub-options-for-building-on-existing-connectivity).

5.9. As part of the Crewe Hub consultation all respondents (including the public and the Council) were asked to answer nine questions, which can be seen in the Council's proposed response in Appendix 1 and on the webpage above.

5.10. The consultation asks for views on:

- The vision for a hub station at Crewe, as recommended by Sir David Higgins in 2014
- Providing 400m platforms at Crewe station in 2027 which could enable longer HS2 trains to and from London to split and join at Crewe, meaning other destinations, such as Stoke-on-Trent, could be served by a high speed service
- Providing a junction north of Crewe station to connect the West Coast Main Line (WCML) and the high-speed line, in 2033 as part of HS2 Phase 2b. This could enable northbound high speed connectivity from Crewe, providing more seats between Crewe and London

- Levels of future freight growth that should be considered in planning a Crewe Hub

- Levels of growth in local and regional passenger services that should be considered in planning a Crewe Hub

- The role the local area could play in realising a Crewe Hub, including by way of local funding contributions and evidence for potential levels of growth

5.11. Given Crewe's unique connectivity to the entire North West, North Wales and the North Midlands, delivering the enhanced HS2 connectivity to Crewe would spread the benefits over a wider area. In addition, it would free up the West Coast Main Line south of Crewe where significant capacity constraints exist.

5.12. A regional rail plan is being prepared which will demonstrate how this freed up capacity and regional rail improvements could be made to maximise the benefits of an enhanced hub station at Crewe to the wider region.

5.13. Cheshire East is working with partners across Government, HS2 and Network Rail through an integrated study approach to develop plans for how an enhanced Hub Station at Crewe could be designed, funded and delivered.

6. Wards Affected and Local Ward Members

6.1. All Wards, All Ward Members

7. Implications of Recommendation

7.1. Policy Implications

A major national project such as HS2 has national policy objectives. Addressing the development impacts of a project of this scale will cover all the Council's aims within the corporate plan.

7.2. Legal Implications

As the Phase 2a hybrid Bill progresses through Parliament the Council may decide that there is a need to petition against the hybrid Bill. If this is the case then there will likely be time and costs associated with this process.

7.3. Financial Implications

The work required to complete the Council's Crewe Hub consultation response and to support engagement with the DfT and HS2 Ltd will be funded from within existing service budgets.

7.4. Equality Implications

The Council's consultation response is seeking Government to deliver a hub station that is inclusive and accessible with high quality facilities and amenities that can be accessed by all.

7.5. Rural Community Implications

The Council's consultation response is seeking maximum mitigation against the environmental impacts of HS2 on our communities.

The Council's consutation response supports the delivery of a full Hub Station at Crewe by 2027 rather than in several phases of works to minimise the disruption to local business and residents including those in our rural communities.

7.6. Human Resources Implications

The work required to complete the consultation response has been resourced from existing Council resources.

7.7. Public Health Implications

The Council's consultation response supports the delivery of an enhanced HS2 Hub Station which can have significant impacts upon public health through access to high quality environments, amenities and employment opportunities.

7.8. Implications for Children and Young People

The Council's consultation response supports the delivery of an enhanced Crewe Hub Station which will provide opportunities for employment and be the catalyst to deliver good quality housing and environments for residents of all ages.

7.9. Other Implications (Please Specify)

None

8. Risk Management

It is considered that by submitting a robust consultation response to Government will increase the ability of the Council to maintain its influence as a key stakeholder and achieve the best possible final decisions for the Borough.

9. Access to Information/Bibliography

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

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Cheshire East Council

Crewe Hub Consultation

Crewe Hub Vision

Question 1

a. Do you support the vision for a hub station at Crewe as suggested by Sir David Higgins as set out at paragraphs 3.3 to 3.7?

The Council supports Sir David Higgins vision of a Crewe Hub.

What are your reasons?

Crewe is located in a unique position on the rail network, providing a major interchange for services connecting the north, midlands and the south of the UK. The station provides passenger interchanges between a number of lines including the West Coast Main Line, Crewe to Manchester Line, Crewe to Derby Line and the North Wales Coast Line, making Crewe a key interchange station with 360° connectivity. The Office for Rail and Road (ORR) statistics show that in 2015/16 almost half the usage of Crewe station was used for passengers interchanging at the station.

An integrated HS2 Hub at Crewe would build upon this unique position and the existing connections on the rail network, enabling a greater interchange between HS2 services and existing railway lines connecting at Crewe; this will improve regional rail connectivity to the faster HS2 services and open up additional capacity on the West Coast Mainline. As a result of this connectivity, the Hub and HS2 services would bring about benefits to a wider range of users by building on existing connectivity, bringing about benefits to the north sooner than planned.

An integrated HS2 Hub Station at Crewe would be the key transport hub of the Constellation Partnership and a catalyst for significant growth across the Constellation region. The Constellation Partnership HS2 Growth Strategy will show how an integrated Crewe HS2 Hub would support the delivery of, by 2040, at least 100,000 new homes and 120,000 new jobs across South Cheshire and North Staffordshire, demonstrating how benefits of an integrated Crewe HS2 Hub will be realised far beyond the town itself. To achieve these benefits and to maximise the catalytic impact of HS2 the Constellation Partnership Growth strategy will demonstrate how HS2 provision will form part of an integrated transport network across and beyond the Constellation area, with a full specification Crewe Hub at its heart. This investment strategy is being designed to deliver national as well as regional growth, over and above what might be expected from the Government's current plans for HS2. This net additional growth will manifest itself in real increases in economic value for households, firms

and government, including unlocking the delivery of additional jobs for the Constellation area, as well as net increases in productivity (and in turn wages), generating an economic return for UK plc. The Constellation Growth Strategy is underpinned by a well-established evidence base confirming the role of connectivity in driving improved economic performance through productivity. The Growth Strategy combines an enhanced HS2 service pattern with a locally prioritised regional investment package. This is predicated on the development of a fully integrated hub station at Crewe with capacity for 5-7 HS2 trains per hour with services to London, Birmingham and Manchester and at least two classic compatible trains per hour to Stafford, Stoke-on-Trent and Macclesfield from 2027 which also serve Manchester in the north as well as London

The Council's view for a Hub includes high speed connectivity to additional locations: London, Old Oak Common, Birmingham, Manchester Airport, Manchester Piccadilly, Glasgow and Edinburgh (those outlined in Scenario 3), in addition to Preston and Liverpool under the current proposals and Hybrid Bill for Phase 2a. It is understood that to enable the Council's and Constellation Partnership's vision, these proposals would require a HS2 junction north of Crewe to allow services to interchange between the existing railway and HS2.

This improved connectivity would be in line with the constellation Growth Strategy and a number of further regional strategies, policies and visions that the Council support including, Northern Powerhouse Rail, Midlands Connect and Growth Track 360.

Option for splitting and joining HS2 services

Question 2

a. Do you support the concept of splitting and joining HS2 trains at Crewe, which could provide more seats from Crewe – London and also allow a HS2 service to Stoke-on-Trent as set out at paragraph 5.8 to 5.14?

The Council supports the ability to split and join trains at Crewe; however the Council's vision is to expand services to a further extent than the ones outlined in Scenario 1.

What are your reasons?

The Council welcomes expanding the platforms at Crewe and allowing splitting and joining services at the station. It is sensible to free up capacity on the Phase 1 section of HS2 in order to provide additional high speed train routes, such as the one outlined serving Macclesfield in Cheshire East.

Despite this, splitting and joining trains at Crewe would make little difference to connectivity for Crewe and a small difference to the wider Cheshire East area. There would be additional capacity on the route that splits at Crewe due to it being a 400m train. Splitting would also provide an additional service connecting Crewe to Runcorn and Liverpool Lime Street, where previously one of these services bypassed Crewe. Scenario 1 shows an additional service from London Euston, terminating at Macclesfield – this would benefit Cheshire East through an additional HS2 service passing through the borough with high speed connectivity, however this doesn't benefit Crewe and the Council's vision for a Crewe Hub.

As shown in Table 2 of the consultation information, this option presents only small additional benefits with a benefits to cost ratio (BCR) of 0.2 for both 2027 and 2033, which is less than scenario 2 and is three times less than scenario 3. Whilst the Council welcomes splitting and joining at Crewe it does so in support of an enhanced Scenario 3 rather than expressly supporting Scenario 1.

b. Please provide any evidence you can provide about the difference splitting and joining HS2 trains at Crewe would make to:

i) Local Economic Growth

The BCR for this scenario is 0.2, which provides only some small additional benefits to growth. It is likely that growth would be in line with the local plan but without the wider additional benefits envisaged by the Crewe masterplan.

ii) Housing Provision

Growth through this scenario would be as per growth outlined in the local plan, but it's unlikely that there would be additional growth other than that outlined in the local plan.

Opportunities for serving additional destinations north of Crewe

Question 3

a. What additional destinations north of Crewe might be served through splitting and joining trains at Crewe, as set out at paragraph 5.15 to 5.18?

The Council wants to ensure that the current levels of connectivity in the region are not compromised as a result of HS2 services being implemented; connectivity for Crewe needs to be maintained, and improved to connect to additional locations as a result of the HS2 network.

Scenario 2 builds upon scenario 1, with both HS2 trains from London to Crewe being double trains and splitting at Crewe. One of these services will split at Crewe; one half goes on to travel to Liverpool Lime Street. This leaves an additional 200m train to serve other destinations.

As mentioned in the previous section, the Council supports the splitting of trains at Crewe; however as part of a wider HS2 hub that would allow connectivity to additional destinations. It would be beneficial to split this train at Crewe to serve additional destinations and improve connectivity in the region, whereas a terminating train does not provide any additional benefits to Crewe.

High speed connectivity in the form of a service to Manchester would be most beneficial for Crewe and Cheshire East. This may be through the addition of a northern junction, or to continue on the existing line from Crewe to Manchester (via Stockport). Connectivity to destinations further afield would also be beneficial to Crewe, for example to extend services up to Glasgow and Edinburgh and destinations on the existing railway on route to these locations.

b. Please provide any evidence you have about the impact of serving additional destinations would make to:

i) Local economic growth

The BCR for scenario 2 only shows a small additional benefit of 0.4 from 2027 and 0.3 in 2033. This is an improvement in comparison to scenario 1; however scenario 3 still provides a larger wider economic impacts (WEI) benefit.

As is the case with scenario 1, growth would be in line with the local plan and unlikely to trigger any additional growth in the region.

ii) Housing provision

Housing provision would be the same as outlined in the local plan, with little additional housing growth in the region over and above the local plan.

Option for stopping more HS2 services

Question 4

a. Do you support the concept of stopping more HS2 services at Crewe, as set out in chapter 5?

The Council fully supports an increase in HS2 services stopping at Crewe as set out in chapter 5, with 5 trains north and 7 trains travelling south per hour.

What are your reasons?

The Council supports additional HS2 services stopping at Crewe because this would bring about greater benefits to Crewe, the wider region and to the national economy. The growth

ambitions of the Constellation Partnership's HS2 Growth Strategy are predicated on an integrated Crewe HS2 Hub Station with additional HS2 stopping services at Crewe.

The increased number of HS2 services would build upon Crewe's existing infrastructure, providing 360 degree connectivity, facilitating regional connectivity to the HS2 service. Crewe is well placed in order to continue to be a key interchange for the north/south on the rail network, if the HS2 network was to take advantage of existing infrastructure. With up to 5 trains south and 7 trains north per hour, Crewe would be a key interchange for those travelling between the East Coast Main Line and the west leg of the 'Y' network, and also link local services to Wales.

There is potential for HS2 services to connect to locations across the HS2 network and existing network including Manchester, Birmingham and Scotland, placing Crewe at an integral position on the network. This high speed connectivity will likely bring investment to Crewe and agglomeration of businesses through the ideal position on the HS2 network.

By increasing the number of HS2 trains stopping at Crewe, journey times will reduce to additional destinations, making the HS2 service an attractive alternative to the car and increasing numbers using the rail network. In turn, this helps to improve air quality through the borough due to a modal shift from road to rail.

Improvements to rail connectivity are also in line with local and regional policy. One of Northern Powerhouse Rail (NPR) and Rail North ambitions are to improve connectivity and journey times between the key economic centres in the north of the country. Connectivity to Crewe would feed into the NPR and help achieve their ambitions for rail in the north.

Additionally, rail travel in recent years has grown and is expected to growth further in future. Between 2014/15 and 2015/16, rail travel at Crewe station increased by 7.3%. The total growth of rail travel at Crewe Station from 2012/13 and 2015/16 was 16.4%. This shows that rail demand at Crewe and also the demand for Crewe as an interchange is continuing to increase. Additional HS2 services at Crewe are required in order to meet the demand for rail travel, both for now and for the future.

The BCR for scenario 3 indicates that stopping additional trains at Crewe would provide the highest BCR (0.7) of the 3 scenarios; this is over 3 times more than scenario 1 and almost double scenario 2. This suggests that stopping more trains at Crewe would increase the value for money of this section of HS2 and provide the most additional benefits. The BCRs produced by the current economic appraisal of service pattern scenarios do not take account of the full impacts on local and regional growth, overlooking the impact improved connectivity can have on economic performance through productivity gains and the impact this can have on the location of people, jobs and development. An enhanced HS2 service pattern, as proposed by the Council will:

- Improve businesses' access to a wider labour pool, with the right skills, which is made possible by fast, frequent and reliable transport links for commuters. At the same time, this provides residents with access to a wider range of employment opportunities;
- Improve business-to-business markets, enabling firms to serve existing markets at lower cost and new markets further afield; and

- Improve businesses' access to their customers and providing customers with more choice, which in turn will drive the competitiveness of the firms that serve them.

For existing firms in Cheshire East, the wider region, and across the North, this improved connectivity will support 'agglomeration effects'; lowering the costs of doing business, driving efficiencies and in turn raising productivity. For existing residents and households, this will lead to higher wages as well as open up new employment opportunities. The economic opportunity of higher productivity and wages will ultimately make the area around Crewe, the wider Cheshire East area, and the North a more attractive location to live and do businesses, in turn drawing firms and jobs into these regions. The resulting regeneration of low-value destinations and the physical clustering of people and jobs in the region can be expected to lead to further productivity gains, generating a net gain to UK plc.

b. Indicate your views on the potential service pattern(s) outlined in chapter 5.

Scenario 1

The benefit of scenario 1 is that there will be an additional service to Liverpool every hour due to the service splitting at Crewe. As a result of splitting and joining, there will also be an additional 200m train from London to Crewe, increasing capacity on this section of the route. This also allows an additional service that would be able to serve Stoke-on-Trent and Macclesfield. An additional HS2 service to Macclesfield will benefit Cheshire East, through having two HS2 routes passing through the local authority area and two HS2 stations.

Scenario 1 only offers limited HS2 connectivity for Crewe, with connections to Preston, Liverpool and London. The Council's vision for HS2 services includes routes to a wider range of destinations including Birmingham, Manchester, Edinburgh and Glasgow. These wider connections, with at least 3 HS2 trains per hour to London, Manchester and Birmingham, are critical to support the growth ambitions of Cheshire East and the Constellation Partnership.

Scenario 2

Scenario 2 is the same as scenario 1 but with the addition of doubling the second train from London to Liverpool, splitting this at Crewe. This would further increase the capacity on the line from London to Crewe, and allow half of the train to continue to a different destination (preferably Manchester). Crewe would benefit from this train serving a different location to improve connectivity. However, the Council's ambition for the Crewe Hub is for a northern junction to be built to connect from the West Coast Mainline back onto the HS2 network, allowing for the vital HS2 services to Manchester and allowing for HS2 services from Crewe to Birmingham also.

Scenario 3

Scenario 3 is is more in line with the Council's vision for the future of HS2 at Crewe and a level of connectivity that could support future growth above local plans. This scenario

outlines a complete network of services to and from Crewe (5 trains north and 7 trains south), which is located centrally for connectivity to other locations in the north. This option, with the northern junction, unlocks access for HS2 services to connect onto the WCML north of Crewe, opening up a range of opportunities for services to connect further afield and to different locations such as Manchester, Edinburgh, Glasgow, Lancaster and Birmingham. This scenario presents an option of up to 5 trains south and 7 trains north per hour, giving the full connectivity locations across the network. However, in order for the full benefits to be realised a further HS2 service to Manchester would be needed such that Crewe offers at least 3 HS2 trains per hour to each of London, Manchester and Birmingham. The benefits to Crewe and the wider region are best served through scenario 3 with an additional service to Manchester..

c. Please provide any evidence you have about the difference stopping more HS2 services at Crewe would make to:

i) Local economic growth

HS2 is the most crucial component contributing to the transformation of Crewe. It will change the way people live, work, visit and experience Crewe.. However, this is only true with scenario 3.

The Crewe Framework and Masterplan Scenario propose to tie the major connectivity improvements presented by the railway to the qualitative and identity transformation essential for Crewe's wider regeneration and uplift. New open spaces in central Crewe, connections linking the station and town centre and access to the wider countryside help to redefine Crewe's identity in the image of the Cheshire landscape and support new housing and employment growth in the town. The inclusion of local Cheshire landscape elements within and adjacent to the new station and railway ensure that this perception is enforced immediately upon arrival into Crewe and aid in creating a distinct and authentic place.

The twin strengths of Crewe's current and future connections to the major economic nodes of the Northern Powerhouse and its accessibility to the beautiful landscapes of the Cheshire Plains offer a springboard for growing a wider and more knowledge-focused economy:

Crewe Growth Potential

	Today	2043(*)(*)
GVA	£1.1Bn	£2.9bn
Commercial floor space	107000m2	595000m2
Jobs	23k	60k
Homes	3.5k	10.6k

* Assumes an integrated Crewe HS2 Hub serving London, Manchester and Birmingham (5 trains north, 7 trains south)

As the advanced economies restructure towards a focus on human capital – people – as the most valuable asset in the production of goods and services, the ability to connect with a

diversity of workplaces and people, and the ability to offer a high-quality of life become of paramount importance in competitiveness and success. Crewe therefore has a natural advantage it can build on to broaden its economic base, continuing to grow the sectors in which it has traditional strengths including fostering high value supply chains, whilst being better placed to attract business from knowledge based sectors such as financial and business service and digital, technology and creative.

It is expected that HS2 services to Crewe, with at least 3 HS2 services an hour to each of London, Manchester and Birmingham, will lead to significant development in the town and surrounding region. For Cheshire East, this development is expected in three areas:

1) Within the existing footprint of the town itself (Crewe HS2 Hub Framework and Masterplan);

2) In a major urban extension to the north of Crewe; and

3) In the wider Cheshire East and Cheshire West and Chester local authority areas.

In addition, additional business rates will be generated by the excepted growth of retail uses within the redeveloped Crewe station.

Growth would be over and above that which is outlined in the local plan and furthermore would support growth across the wider Constellation Partnership region.

Increased connectivity would increase investment into Crewe and the wider area as it would be an ideal location to locate a business due to its connectivity. An enhanced HS2 service pattern, as proposed by the Council will:

- Improve businesses' access to a wider labour pool, with the right skills, which is made possible by fast, frequent and reliable transport links for commuters. At the same time, this provides residents with access to a wider range of employment opportunities;
- Improve business-to-business markets, enabling firms to serve existing markets at lower cost and new markets further afield; and
- Improve businesses' access to their customers and providing customers with more choice, which in turn will drive the competitiveness of the firms that serve them.

For existing firms in Cheshire East, the wider region, and across the North, this improved connectivity will support 'agglomeration effects'; lowering the costs of doing business, driving efficiencies and in turn raising productivity. For existing residents and households, this will lead to higher wages as well as open up new employment opportunities. The economic opportunity of higher productivity and wages will ultimately make the area around Crewe, the wider Cheshire East area, and the North a more attractive location to live and do businesses, in turn drawing firms and jobs into these regions. The resulting regeneration of low-value destinations and the physical clustering of people and jobs in the region can be expected to lead to further productivity gains, generating a net gain to UK plc.

The WEIs for scenario 3 is 0.7, which is over 3.5 times higher than that BCR for scenario 1 (0.2). Over and above these benefits, the emerging results of work commissioned by Cheshire East Council on the Wider Economic impacts, suggest these enhanced services will drive additional dynamic economic clustering impacts over and above those shown in the WEI element of the BCR for scenario 3. The work suggests that increasing connectivity between the labour markets and business in Crewe and the wider area to those in particular

in Manchester and Birmingham to be of material benefit to each of the respective economies. We would be happy to provide the Department with a more detailed summary of these impacts.

ii) Housing provision

Stopping additional trains, with 5 trains north and 7 trains travelling south per hour providing HS2 connectivity to Manchester and Birmingham, would create further housing investment as a result of growth in Crewe; this would be over and above the housing provision outlined in the Council's local plan. As highlighted in the previous answer, homes are anticipated to increase threefold with a Crewe hub serving 7 HS2 trains north and 7 HS2 trains south an hour. In particular the potential for the region to support housing growth is materially linked to the enhanced rail services and the wider investment being put forward within the Constellation Partnership's Growth strategy.

Option for a new junction north of Crewe

Question 5

a. Do you support the principle of a junction north of Crewe station which could allow HS2 services from Crewe to Manchester, Birmingham and Scotland as set out at paragraph 5.19 to 5.28?

Yes, the Council fully supports the principle of a northern junction at Crewe as this is vital infrastructure needed to unlock the services and connectivity benefits that underpin the Council's vision for growth around an HS2 Crewe Hub station and the Government's aims of building a Northern Powerhouse and rebalancing the national economy.

What are your reasons?

Building a northern junction at Crewe is core element of Cheshire East Council's HS2 Growth Strategy for Crewe; providing the opportunity increase the number of services stopping at Crewe and connecting to additional locations every hour. Having a junction which links the WCML back onto the HS2 network would open up opportunities for additional HS2 connectivity for Crewe and the North. Services could then extend further to a wider range of locations to the north of Crewe such as Manchester, Manchester Airport, Birmingham and Scotland. This junction would reinforce Crewe's position on the railway network as a key interchange for services to the north / south.

The junction would also provide additional infrastructure at Crewe that could help towards meeting future rail demand, providing a rail network that has been built for the future. This, in conjunction with the Council's plans for improvements at Crewe station would create a Crewe Hub that would be a key interchange between the WCML and the HS2 network and also a key hub on the HS2 network and support the ambitions of the Constellation Partnership's Growth Strategy and Growth Track 360.

The enhanced regional connectivity facilitated by a junction north of Crewe has the potential to unlock additional growth not only around Crewe, but across Cheshire East and the rest of the North through increased productivity which will act as a catalyst for housing and jobs growth.

Improving HS2 connectivity through a junction north of Crewe will support additional 'agglomeration effects' over and above existing plans; further lowering the costs of doing business, driving efficiencies and in turn raising productivity.

Crewe currently supports 40,000 jobs in 5,000 businesses and Crewe railway station's connectivity facilitates 200,000 commuter journeys per year.

b. Do you have any evidence you can provide about the difference a junction north of Crewe station would make to:

i) Local economic growth

A northern junction at Crewe would attract additional significant investment into Crewe as a result of the town's increased connectivity to other places on the rail network, in addition to shortened journey times for rail trips. These changes, in addition to Crewe's existing infrastructure make Crewe an ideal location for future investment.

A junction north of Crewe station would also fit in with the Council's plans for Crewe including the Crewe Hub and Crewe masterplan. This would allow investment into Crewe for the future, attracting additional investment into the region.

Through the Council's work to date, it is estimated that an enhanced HS2 service pattern, with 5 trains north and 7 trains travelling south per hour, together with the right supporting investment in local transport, regeneration and social infrastructure, has the potential to generate some 120,000 jobs across the Constellation Partnership region by 2040.

The emerging results of work commissioned by Cheshire East Council on the Wider Economic impacts, suggest these enhanced services will drive additional dynamic economic clustering impacts over and above those shown in the WEI element of the BCR for scenario 3. The work suggests that increasing connectivity between the labour markets and business in Crewe and the wider area to those in particular in Manchester and Birmingham to be of material benefit to each of the respective economies. We would be happy to provide the Department with a more detailed summary of these impacts.

ii) Housing provision

Additional investment would occur due to the key location and interchange between cities available on the HS2 network, making Crewe an ideal location for investment. Increased investment in the local area would increase the demand for housing, and therefore investment into housing growth would likely be over and above that currently outlined in the Local Plan.

Freight

Question 6

a. What are your views on the level of freight growth that should be considered in planning at Crewe Hub? Please provide full reasons and any evidence you can to support your response.

Rail freight growth is supported by the Council in its role to reduce the number of heavy goods vehicles (HGVs) on the road network, opening up additional capacity on the roads in Cheshire East. Despite this, passenger rail services should always be prioritised by HS2 and the capacity for freight growth should be considered when the demand for rail services is met.

b. What are your views on the relative future priorities of types of freight movements? Please provide full reasons and any evidence you can to support your response.

The freight sector has the opportunity to capitalise upon the capacity freed by HS2, as a means to accommodate projected growth on the West Coast Mainline, notably between Crewe and Warrington. The port of Warrington is aiming for growth in addition to the delivery of Liverpool 2, which could increase demand for rail freight paths along this route. General improvements on the Crewe to Liverpool line could improve the capacity on this section.

Local and regional passenger services

Question 7

a. What are your views on future local and regional passenger services that should be considered when planning for a Crewe Hub? Please provide full reasons and any evidence you can to support your response.

The Council want to ensure that Crewe's connectivity to other locations is not lost as a result of HS2 services; for example, ensuring that connectivity is maintained, or improved to Manchester and other key connections. If the pendolino services to London/Manchester were lost either temporarily (2027 to 2033) or permanently, then this would mean reduced connectivity for Crewe to London and Manchester, with a reduction in the number of connections to London per hour and possibly no connections to Manchester and services on the London – Manchester routes. These connections are extremely important to Crewe and the loss or reduction of these services could have a negative impact on Crewe and Cheshire East's growth plans.

There are also aspirations at the Council to reopen Middlewich station on the Northwich to Sandbach line to rail passenger services; this is currently used solely for freight. This could form an additional hourly rail service to Manchester via Middlewich and/or a service to Warrington or Liverpool.

The Council would also like to provide improved local services within Cheshire East such as increasing the number of trains per hour to key locations, such as Sandbach. In addition, rail connectivity between the two principal towns and key services centres within Cheshire East is poor; there is an aspiration to improve this connectivity within Cheshire East in future.

Local funding contribution

Question 8

a. What do you see as the potential for a local funding contribution to any of these interventions alongside complementary works, such as improving the existing station buildings and road access?

a. Northern junction – this would bring about significant benefits to other areas in addition to Cheshire East and Crewe including the Manchester and Birmingham economies and is therefore of national importance. The northern junction is part of the HS2 network, forming part of the wider national strategic rail network and consequently it should be paid for by HS2/government and not through a local contribution.

a. The Council has already produced a preliminary funding and finance study, which identifies that potentially a funding contribution could be raised towards an enhanced station capable of facilitating local regeneration that would support local ambitions may be possible. The Council is continuing to refine this work with the support of Network Rail, HS2, DfT and DCLG.

b. The Council is looking into schemes on the roads near to the station in order to improve capacity and access, providing local and regional benefits – including, Weston road/Crewe green link road/ A500 improvements, ,

c. Funding these schemes need to be in line with the Council's funding and financing strategy.

Additional areas

a. If there are any additional areas that you think it is important for us to consider, that have not already been addressed in this consultation, please explain them here.

Consideration of improvements to local road network due to the substantial increase in volume of traffic due to the increased usage of Crewe Hub station. The Southern Road Bridge is judged by CEC to be the most critical of these local infrastructure elements. This is because it is expected to help address severance issues and substantially improve east-west journey movements across Crewe, allowing Nantwich Road bridge to be downgraded. This in turn is expected to support the regeneration of Crewe, particularly around the station and in help to enable wider regional development.

A station building and environment that achieves the optimal levels of inclusivity, seamless interchange, safety and security standards and new east and west entry points to allow for quick and efficient regional access for people using the Hub Station. These should all be achieved in a base case solution.

Platforms at the station- 7/12 are terminating platforms, which leaves little capacity and flexibility – The new station layout should be resilient to future proof improvements to local and regional services and future freight demands

Rail services from 2027 to 2033 – would connectivity be lost for slow, local services during this period?

Final Comments

a. Do you have any other comments?

The Council is supportive of Scenario 3 and the north junction allowing additional services to Manchester and the north. Council is uncertain that any benefit will be gained if scenario 3 is not implemented and is, therefore, unable to find a way to support Scenarios 1 or 2 at this time.

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Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Executive Director - Place

Subject/Title: Royal London Development Framework

Portfolio Holder: Cllr A Arnold, Housing and Planning

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1. Report Summary

1.1. The Royal London site has been allocated in the adopted Local Plan Strategy as part of site LPS 54.

1.2. The Development Framework has been prepared in collaboration with Royal London. It is in accordance with the policies in the adopted Local Plan Strategy and is designed to give further detail to help guide future planning applications within the wider allocated area.

1.3. Following a decision by the Cabinet Member for Housing and Planning to publish and consult on the draft document, full public consultation was carried out for a 6 week period.

1.4. A full report of consultation is attached as Appendix 2 and a number of changes have been made to the development framework as a result.

1.5. This report requests that Cabinet endorses the revised Development Framework.

2. Recommendation

2.1. Cabinet is recommended to endorse the revised Royal London Development Framework to help guide future planning applications for development within the site.

3. Other Options Considered

3.1. That the revised Development Framework is not endorsed. The wider site is allocated in the adopted Local Plan Strategy which is the starting point for considering any planning applications. The Development Framework gives further detail and an indicative masterplan to help guide development of the site to achieve the highest quality of development. Endorsement will

allow the development framework to be a material consideration in the determination of any future planning application.

4. Reasons for Recommendation

4.1. The Royal London Campus at Wilmslow is a significant existing employment site, home to a number of companies. It encompasses a variety of buildings in a wooded setting. In 2016, outline planning consent was granted for a modern replacement for Royal London House. The Council has recently received a reserved matters application for the office scheme and further applications for development of the remaining parts of the site are expected in the relatively near future.

4.2. The site covered by the Development Framework is part of the wider site LPS 54, which was removed from the Green Belt upon adoption of the Local Plan Strategy on 27 July 2017. The adoption of the Local Plan Strategy provides the opportunity to establish further guidance for this important site.

5. Background/Chronology

Context

5.1. The site is a major employment site in the north of Cheshire East. A number of companies are based on the site, including Royal London which relocated here from historic buildings in central Manchester in the 1980s. The company currently employs over 1200 staff at the site.

5.2. To facilitate future expansion and further employment development in the area, the land between Alderley Road, the railway line and A34 dual carriageway was proposed for allocation for mixed use development in the Submitted Local Plan Strategy of May 2014. A further allocation of land west of Alderley Road was added in the Proposed Changes Local Plan Strategy of March 2016. The examination of the Local Plan Strategy has now concluded and this land was removed from the Green Belt on adoption of the plan on 27 July 2017.

5.3. In 2015 Royal London announced that it would undertake a wider site search for a new state of the art office facility. The current Royal London House, though relatively modern, pre-dates the digital era and is hard to adapt for contemporary office use. The company is currently considering options for the location of its new office facility, which include land within the Local Plan Strategy site.

5.4. Following an application in 2016, outline planning permission was granted for a new office facility on land to the east of the existing main buildings. At the time the area was still within the green belt. A reserved matters application (17/3747M) has recently been received, which seeks permission for the matters of appearance, landscaping, layout and scale in line with the Development Framework.

The Proposed Master Plan

5.5. The site has been removed from the Green Belt and is allocated in the new Local Plan Strategy. It is now timely to provide more detailed guidance as to how the area will be developed in future. This will provide a framework to shape planning applications for a variety of uses and activities within the site. This will not only facilitate future developments, but will also protect the valued characteristics of the site, which include a number of historic, landscape and aboricultural assets.

5.6. The Development Framework envisages development of the site in accordance with policy set out in the Local Plan Strategy and a core component will be the office accommodation consented in 2016. The vision of the Development Framework is to create a 'living campus' that delivers a mix of uses as part of a dynamic business-led environment. It encapsulates a quality of place and provides a thriving environment for business, with a distinct identity offering an integrated approach to living, working and relaxing. It will be well-connected and accessible to residents, workers and the local community.

5.7. A set of five key themes has been developed to inform the Development Framework:

- A thriving location to live, work and relax;
- A highly accessible and connected campus;
- Creating a quality of place built on landscape and heritage strengths;
- Providing an offer that meets need; and
- Adopting a collaborative approach.

5.8. The Development Framework and Illustrative Masterplan will support the delivery of:

- New high quality office space that will support the growth of the knowledge economy, provide accommodation of a type and quality that will attract and retain major investment to Wilmslow, and support the vision to create a dynamic and modern business location.
- High quality housing and other forms of residential development that will underpin the live/work aspirations of a living campus and provide the type and quality of homes to meet the needs of Wilmslow and the Borough.
- A wide range of amenities including a hotel and restaurant to support future occupiers of the living campus and provide attractive facilities for the local community.
- Plentiful green infrastructure and biodiversity links within an established high quality, landscape setting.
- Long term effective use of Listed Buildings including Fulshaw Hall and the Coach House.
- Access to high quality open spaces and new recreation provision.

- A high level of connectivity and accessibility, including improved bus services and enhanced pedestrian/cycle links to Wilmslow Town Centre, Wilmslow Station and the wider area.

Consultation on Draft Document

5.9. The draft Development Framework was approved for publication and consultation at a meeting of the Cabinet Member for Housing and Planning on 19 June 2017. Following this decision, consultation on the draft framework took place between 23 June and 4 August 2017, and there was a well-attended 'drop-in' session on 4 July at Wilmslow Leisure Centre where representatives from the council and Royal London's planning advisors were on hand to talk through the document and answer any queries.

5.10. During the consultation period, 53 responses were received.

5.11. The responses received broadly related to the following:

- Support for the development
- Development need
- Highways, vehicle access, traffic and parking
- Pedestrian & cycle access
- Loss of Green Belt/countryside/landscape
- Capacity of local infrastructure (not including highways)
- Heritage
- Trees, ecology and green infrastructure
- Amenities & ancillary uses
- Air quality & noise
- Consultation
- Housing type, mix & density
- Flood risk and drainage
- Supply chain opportunities
- Royal London relocation

5.12. The following changes have been made a result of consultation:

- Masterplan amended to move the indicative northern access southwards away from the boundaries of properties on Whitehall Close;

- Masterplan amended to include enhanced green infrastructure to the extend along the northern boundary; and to the north of Fulshaw Gate property;

- A new objective under the key theme 'adopting a collaborative approach' has been inserted to state that Development Framework will "explore opportunities to encourage the resourcing of local labour and supply chain option in order to support the local economy";

- Reference added to the Development Framework to reflect the climate change policies in the adopted Cheshire East Local Plan Strategy, to highlight the importance of consideration of the impacts of climate change;

- Text in the Development Framework has been strengthened to make clear that the framework supports links from the site to the Alderley Edge footpath network (via Alderley Road);

- Text in the Development Framework has been strengthened to highlight links to the north of the site and how these could improve connectivity to existing public rights of way that surround the site, and wider public rights of way such as the Bollin Valley Way.

5.13. In addition, amendments have also been made to the Development Framework to update references to the adopted Local Plan Strategy and site allocation reference, as well as reference to the new reserved matters planning application.

5.14. The full report of consultation is attached as Appendix 2 to this Report.

6. Wards Affected and Local Ward Members

6.1. All Wilmslow wards

7. Implications of Recommendation

7.1. Policy Implications

7.1.1. The Development Framework is intended to guide future planning applications and will be a material consideration in their determination. It is in accordance with policies in the adopted Local Plan Strategy.

7.2. Legal Implications

7.2.1. The adoption of the Local Plan Strategy provides a clear statutory framework for the development of this site. The Development Framework gives more detail and guidance on the application of policy in the statutory development plan.

7.3. Financial Implications

7.3.1. The cost of preparing and publishing the Development Framework is covered by the existing revenue budget for Planning and Sustainable Development.

7.4. **Equality Implications**

7.4.1. The Development Framework has been subject to full and unfettered consultation and the Local Plan Strategy policies, with which it accords, have been subject to Sustainability (Integrated) Appraisal incorporating an equalities impact assessment.

7.5. **Rural Community Implications**

7.5.1. The impact of the Development Framework will primarily be within the town of Wilmslow and its immediate environs.

7.6. **Human Resources Implications**

7.6.1. There are no additional implications for human resources arising from this report.

7.7. **Public Health Implications**

7.7.1. The Development Framework includes proposals to enhance formal and informal leisure facilities. This will have a positive benefit in terms of mental and physical well-being.

7.8. **Implications for Children and Young People**

7.8.1. The Development Framework includes proposals to enhance formal and informal leisure facilities. This will have a positive benefit in terms of mental and physical well being.

7.9. **Other Implications (Please Specify)**

7.9.1. No other implications identified.

8. Risk Management

8.1. The Development Framework reduces uncertainty connected with the development of this area and provides further detail to the Local Plan Strategy policy to give a secure framework to guide the future development of this area.

9. Access to Information/Bibliography

9.1. The following information is attached as appendices:

- Revised Royal London Development Framework (Appendix 1)
- Report of Consultation (Appendix 2)

10. Contact Information

Contact details for this report are as follows:

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ROYAL LONDON CAMPUS DEVELOPMENT FRAMEWORK
'A Living Campus and Vibrant Mixed Use Quarter for Wilmslow'

October 2017

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EXECUTIVE SUMMARY

The Royal London campus is a premier employment location in Wilmslow and is home to the Royal London Group ("RLG"), the UKs largest mutual pension provider. It is Wilmslow's largest single employment location, accommodating more than 1,200 workers. The allocation of the Royal London campus and its surrounding land for a mix of uses in the adopted Cheshire East Local Plan Strategy ("CELPS") provides an opportunity to create a new vibrant mixed use quarter for Wilmslow that will retain and attract the highest quality businesses and talent.

This Development Framework reflects the policies of the CELPS and provides an illustrative masterplan for the entire site ("Royal London site"), which will underpin an overarching vision to create a 'living campus' in Wilmslow and ultimately build upon the existing strengths of the campus to create an outstanding quality of place and thriving business location where people can live, work and relax.

THE ROYAL LONDON DEVELOPMENT FRAMEWORK

The Royal London Development Framework provides an illustrative masterplan and set of Key Development Principles that will guide future development at the Royal London site. The land that is subject to this Development Framework is illustrated below and comprises two parcels that are both covered by strategic site Policy LPS54 '(Royal London including land west of Alderley Road, Wilmslow)' of the CELPS. These areas comprise:

1. **Land to the East of Alderley Road** – this element of the site extends to approximately 22.6 hectares and lies between Alderley Road to the west and the West Coast Mainline to the east. The western part of this site is occupied by the current Royal London campus and its associated buildings, car parking and infrastructure. Land to the east of the existing campus, located adjacent to the West Coast Mainline, comprises open land bounded by hedgerows and contains some sporadic individual trees. In August 2016 outline planning permission (Application Reference: 16/2314M) was granted for a high quality B1 office development on 5.73ha of land in the south eastern zone of this part of the site.
2. **Land to the West of Alderley Road** – this land is bounded to the south and west by the established housing area of Fulshaw Park South, to the east by Alderley Road and to the north by low density private housing that is characteristic of the southern residential areas of Wilmslow. The site comprises some 3.7 hectares of open land, which is broadly rectangular in shape and has a gently sloping topography falling from north to south.

The Development Framework has full regard to local and national planning policy and has been prepared in accordance with Policy LPS54. In summary, this Development Framework presents:

1. The purpose of the document and the drivers for change;
2. A vision to create a living campus at the Royal London site, underpinned by five key themes which have shaped the development of an illustrative masterplan;
3. A description of the Royal London site and its surroundings;
4. A summary of the strategic context and planning policy framework;
5. A set of Key Development Principles that will guide the Council's consideration of future planning applications for the site; and
6. An illustrative masterplan that accommodates the appropriate uses and demonstrates one possible broad spatial arrangement for the site.

The Development Framework has been prepared collaboratively between Cheshire East Council ("CEC") and a professional team appointed by Royal London Asset Management ("RLAM"). This document has been subject to formal public consultation and is a material consideration for future planning decisions and an important planning tool to guide developers, investors and occupiers.

Royal London Site (Source: Google Earth)

The Drivers for Change

The entire Royal London site that is subject to this Development Framework is owned by The Royal London Mutual Insurance Society Limited and managed by RLAM. The primary occupier of the site is Royal London Group ("RLG"), alongside a number of small and medium sized ("SME") businesses. RLG currently occupies the Royal London campus and, as the single largest employer in Wilmslow, accounts for over 1 in 10 jobs in the town .[1] RLG has become a key driver of both the Wilmslow and Cheshire East economies and, in 2016, had more than 1,200 staff and contributed approximately £110m in Gross Value Added ("GVA") to the local economy. [2]

The Royal London campus has been a major success and the site is now an integral part of the community in Wilmslow. The ongoing success of RLG has led to a commercial decision to vacate their existing premises at the site. This is in part driven by a need to accommodate a growing workforce and partly due to the inadequacies of the main office building within the current campus, known as Royal London House. However, RLG has not yet made a decision on where it will locate its new northern headquarters and the development of a vision to deliver a high quality and thriving business led "living campus" environment is intended to provide a deliverable and attractive option for RLG to remain in Wilmslow. RLAM is committed to delivering a dynamic business environment at the Royal London site that will deliver an outstanding quality of place that is fully aligned with CEC's strategic initiatives and will create an offer that will generate significant benefits for Wilmslow, future business occupiers and the local community. As such, this document and the illustrative masterplan sets out to provide a positive framework to support wider business and employment opportunities in the town. A summary of the key drivers for change is as follows:

1. **A change in the planning context.** There has been a fundamental change in the planning context for the site. The adopted CELPS (adopted on 27th July 2017) removed the current RLG campus, together with land to the east and land to the west of Alderley Road, from the Green Belt. It allocates the overall site for mix of uses including offices, residential, recreational and other commercial uses under Policy LPS54. In addition, the Council granted outline planning permission for office development on a 5.73 ha parcel of land to the east of the current campus in August 2016 (Application Number: 16/2314M). A detailed Reserved Matters application has been submitted in July 2017 (Application Number: 17/3747M) for this new office development, which aligns with the parameters of the outline consent and CELPS Policy LPS54. The draft Development Framework and illustrative masterplan is underpinned by this changing planning context for the site and supports an integrated approach to its future development.
2. **Delivering the needs of the market.** It is important that the opportunities presented by redevelopment of the Royal London campus and further land within the Local Plan allocation are commercially deliverable. This means the masterplan must enable the delivery of the type and quality of accommodation which is attractive to the market and that will deliver the mix, type and quality of uses that will allow Wilmslow's economy to thrive. Meeting need and expectation is not only about providing quality employment opportunities and an attractive range of housing however – it is also critical that the site is better connected to facilities, offers a range of amenities and is served by improved transport provision, both in terms of public transport and its accessibility by a range of modes. All of this will create an environment which will help to retain and attract quality businesses and, crucially, their skilled staff in the town.
3. **The quality of existing assets** RLG's intended move from Royal London House and Alderley House has led to the opportunity to review the condition, efficiency and adequacy of existing campus buildings against the needs of potential future occupiers and their suitability for alternative uses. As a result of this exercise, it is clear that current premises – particularly Royal London House, Alderley House and Harefield House – are inefficient, unsuitable to meet the needs of modern occupiers and are not easily or viably adaptable for alternative uses. Ultimately, the retention of these buildings does not support the quality of place that would make the Royal London campus a truly dynamic, modern and attractive business location.
4. **RLG Expansion.** Since its move to Wilmslow, RLG has grown significantly and now has more than 1,200 full and part time staff employed at the site. RLG has now requires the scale and quality of office space, as well as the connectivity and amenities, that could accommodate at least 1,500 staff, with the potential for further expansion. As a result of this continued growth in headcount and the obsolescence of existing accommodation, RLG undertaken its own appraisal of what a modern, growing business needs from its business location and premises to continue to thrive. This has led to a commercial decision by RLG to vacate its existing office premises, focused primarily on Royal London House and Alderley House. This has presented RLG with two options, either remain in Wilmslow and build a new office, in line with the adopted CELPS allocation, or to move away from the town. In this regard, RLG retained agents in 2016 and launched a formal search for a new office. It expects to make a decision in 2017 about where to expand. The response from the landowner, RLAM, to the choice which RLG needs to make, has been threefold

1. To promote its ownership through the CELPS process for B1 a mix of uses, in respect of which the adoption of the CELPS has represented an important milestone to RLG;
2. To pursue outline and reserved matters planning consents for a new, modern office up to 17,000 sq. m., which meets the occupier requirements of either RLG or another knowledge-based occupier, thereby keeping open the option of RLG remaining in Wilmslow; and
3. To prepare and present for approval to CEC a wider Development Framework, which is anchored on providing a thriving mixed use environment of the type favoured by most knowledge-based businesses, looking to attract, retain and motivate high quality staff.

These drivers for change have underpinned the development of the illustrative masterplan and informed the quality, type and mix of uses proposed for the site.

[1] **The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p2, pp1.10**

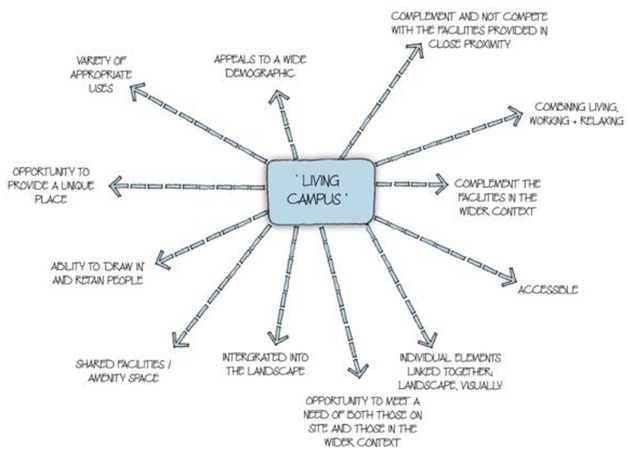
[2] **The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p1**

EXECUTIVE SUMMARY

THE VISION AND KEY THEMES

The 'Living Campus' Vision

*At the heart of the vision for the Royal London site is the aspiration to create a **'Living Campus'** that delivers a mix of uses as part of a dynamic business led environment. Crucially, the living campus encapsulates a quality of place and provides a thriving environment for business, which is not only a destination where people go to work, but one with a distinct identity that offers an integrated approach to living, working and relaxing. The living campus will embrace the exceptional landscape strengths of the Royal London site, and offer a unique business environment that is distinctive and different to more conventional employment locations. It will be well connected by a range of transport modes, sustainable and easily accessible to residents, workers and the local community. Ultimately, the living campus will be a location that is able to attract and retain high quality businesses and jobs, drawing on the knowledge economy and providing the type and quality of accommodation that will support the sustainable growth of Wilmslow and Cheshire East.*



Key Themes

To articulate the vision and ensure the living campus and quality of place is translated into a deliverable illustrative masterplan and, ultimately into the future development of the site, a set of five key themes has been developed to inform the Development Framework. These are:

1. **A thriving location to live, work & relax** - creating a pleasant and inviting business led environment where people can live, work and relax is crucial to the living campus. The living campus should create a distinctive and thriving business location supported by a range of residential, commercial, community, recreational and leisure uses that provide a quality of place that encourages activity throughout the day, accessible not only to the future occupiers of the site, but also the wider community.
2. **A highly accessible and connected campus** -central to the living campus concept is the need to create a quality of place by enhancing the connectivity and accessibility of the site and to building on its close proximity and relationship with Wilmslow Town Centre and Alderley Edge. The living campus should be accessible via a variety of modes of transport and encourage residents, workers and visitors to utilise sustainable modes where possible
3. **Creating a quality of place built on landscape and heritage strengths** - a core strength of the current Royal London site and a key differentiator compared to many other employment locations is its mature landscape and heritage setting. Central to the vision is the aspiration to create a 'Quality of Place' through the retention and enhancement of the special setting of the site and by making the landscape assets an integral part of the living campus offer.
4. **Providing an offer that meets need** - to be deliverable, the site must ensure it promotes the types and quality of uses that meet expectations. This includes meeting the expectations and requirements of the market; of future occupiers and residents of the development and of the local community.
5. **Adopting a collaborative approach** – a vision and illustrative masterplan has been developed which aligns with the adopted Local Plan policy framework and also integrates the existing outline planning consent for new office development on the site.

The five overarching themes that underpin the living campus are intended to work in harmony to guide the development a thriving business environment that will deliver an exceptional quality of place. The quality of place that these key themes and their underlying objectives will create in Wilmslow should be one that CEC, RLAM, future business occupiers and residents and the local community can be truly proud of.

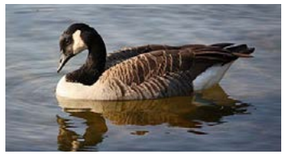
THE ILLUSTRATIVE MASTERPLAN

For Wilmslow to thrive, it needs a well-balanced, sustainable local economy. For this to be viable, the town needs to attract growing, knowledge-based businesses and skilled high quality staff that will support its economic growth. The Royal London site, as a premier business destination in Wilmslow, must create the conditions that attract and retain the very best B1 office occupiers and knowledge based businesses. The living campus' principal objective is to create a dynamic business led environment that is supported by a diverse mix of uses and supporting amenities. Creating the mix and diversity of uses that appeals to modern B1 office users will create the conditions that will allow new business to thrive.

An illustrative masterplan has been prepared to support the living campus vision and to demonstrate how the Royal London site can develop a dynamic business location and an outstanding quality of place. The illustrative masterplan articulates the key opportunities, design considerations and appropriate mix of land uses within the Royal London site. The illustrative masterplan provides a broad spatial arrangement which responds to the site constraints and shows one possible form of development for the Royal London campus.

The overall concept of the illustrative masterplan is to create a new focal point for the living campus within the mixed use "heart" of the site. At the centre of the mixed use heart is a redeveloped Royal London House, which links the site to the new consented office development to the east, the redevelopment opportunity at Alderley House to the south and the mixed use heritage opportunity around Fulshaw Hall and Coach House to the north. The illustrative masterplan has been developed as a series of development plots around the mixed use heart which are connected via new pedestrian and cycle linkages, thereby reinforcing the existing landscape infrastructure of the site. These linkages are further enhanced by new connections to the Wilmslow Town Centre, Wilmslow Railway Station and destinations such as Alderley Edge to the south of the site.

The illustrative masterplan shows one possible form of development for the site that is deliverable, viable and achievable. The range of land uses proposed within the illustrative masterplan for the Royal London site is intended to deliver the type of development that sustains the living campus principally as a thriving business environment, with a mix of complementary



Illustrative Masterplan - Principal Use Zones

Illustrative Masterplan Response

uses and amenities where people can work, both formally and informally, as well as relax and live. For this to be delivered it must be commercially attractive and subsequent planning applications need to be underpinned by careful consideration of the site's opportunities and constraints

The core component of the illustrative masterplan as a dynamic new business environment will be the office accommodation consented in 2016, which provided outline planning permission for up to 17,000m^2 of floorspace on the land to the east of the existing campus. A Reserved Matters application for this site has been submitted in July 2017 and the delivery of this office will form the initial phase of the 24,000m^2 of B1 floorspace proposed set out in the CELPS under Policy LPS54. The illustrative masterplan provides for a later phase of office development to be delivered outside the area for which outline planning consent has been granted. This envisages up to 7,000m^2 of additional B1 floorspace, which would be in line with the overall CELPS allocation. There also would be further opportunities for provision of new B1 office floorspace, subject to demand and a sustainable development programme.

A major scheme such as is shown on the illustrative masterplan will inevitably be delivered over a number of years in line with market forces. The successful and sustainable development of the site will be complex and need to consider the site's sensitive heritage and landscape assets, the scale of proposed B1 office development and the mix of complementary uses that is required. As a consequence of this complexity, it may be necessary in the early delivery phases to accommodate short term, temporary uses on land which is identified for other, longer term uses. Phasing proposals will need to take this into account when considering practical development issues such as appropriate access and routing for construction traffic (initially for the 2016 consented office development) as well as potentially the provision of temporary car parking, to ensure adequate on site spaces are retained for occupiers if existing areas of car parking are lost due to new development taking place.

SUMMARY

This Development Framework provides a platform to deliver the vision for a 'living campus' that is a dynamic business led environment. This vision envisages a vibrant, high quality mixed use development in an exceptional landscape setting, where people can live, work and relax. It will integrate the requirements of modern office occupiers with a distinctive place offering quality housing, leisure and recreation opportunities and commercial facilities all in a well-managed environment with plentiful green spaces, where people can live and spend their leisure time. This will be achieved by providing excellent access to a range of amenities both within the site and in nearby Wilmslow town centre, to which the site will be better connected with enhanced transport linkages.

To support the vision, the Royal London site will need to provide the type, scale and range of uses that will support the development of a living campus. In summary, this Development Framework and illustrative masterplan will enable the delivery of:

1. New high quality office space that will support the growth of the knowledge economy, provide accommodation of a type and quality that will attract and retain major investment to Wilmslow, and support the vision to create a dynamic and modern business location.
2. High quality housing and other forms of residential development that will underpin the live/work aspirations of a living campus and provide the type and quality of homes to meet the needs of Wilmslow and the Borough.
3. A wide range of amenities including a hotel and restaurant to support future occupiers of the living campus and provide attractive facilities for the local community.
4. Plentiful green infrastructure and biodiversity links within an established high quality, landscape setting.
5. Long term effective use of Listed Buildings including Fulshaw Hall and the Coach House.
6. Access to high quality open spaces and new recreation provision.
7. A high level of connectivity and accessibility, including improved bus services and enhanced pedestrian/cycle links to Wilmslow Town Centre, Wilmslow Station and the wider area.

NEXT STEPS

The Royal London Development Framework was considered by the Council's Portfolio Holder for Housing and Planning at a meeting on 19th June 2017, where a decision was made to approve the document for 6 week period of public consultation, which ran from Friday 23rd June to Friday 4th August.

The purpose of this consultation was to seek the views of the local community and other key stakeholders on the guidance contained in the Development Framework. The comments received have been fully considered by the Council and necessary revisions in light of these comments have been made to the Development Framework. A Consultation Report which accompanies the Development Framework provides a summary of the consultation undertaken, a review of the comments submitted and the Council's response to each area of feedback received. A revised document was brought before the Council's Cabinet for final approval and endorsement in October 2017. The document is now a material consideration in the determination of any future planning applications made at the Royal London site.

Both RLAM and CEC are committed to working in full collaboration with key stakeholders and the local community as future detailed proposals for the Royal London site are brought forward.

1. INTRODUCTION

This Development Framework presents an illustrative masterplan and overarching vision for the future development of the Royal London site in Wilmslow. It responds to the policies of the Cheshire East Local Plan Strategy ("CELPS") and underpins the vision to create a 'living campus' in Wilmslow, which will develop the site into a thriving business location and integrated mixed use campus where people can live, work and relax. This section sets out the purpose of the Development Framework, the reasons why an integrated masterplan is required to create an outstanding quality of place and the next steps in the Development Framework process.

PURPOSE OF THE ROYAL LONDON DEVELOPMENT FRAMEWORK

This Development Framework provides an illustrative masterplan and set of Development Principles that will guide future development at the Royal London site. It relates to two parcels of land respectively, to the east and the west of Alderley Road, that fall within strategic site Policy 'LPS54 (Royal London including land west of Alderley Road, Wilmslow)' of the CELPS. A plan of the Royal London site, as referred to in this Development Framework, is illustrated on the facing page.

This document has full regard to local and national planning policy and has been prepared in accordance with Policy LPS54. In summary, this Development Framework presents:

1. The purpose of the document and the drivers for change;
2. A vision to create a living campus at the Royal London site, underpinned by five key themes which have shaped the development of an illustrative masterplan;
3. A description of the Royal London site and its surroundings;
4. A summary of the strategic context and planning policy framework;
5. A set of Key Development Principles that will guide the Council's consideration of future planning applications for the site; and
6. An illustrative masterplan that accommodates the appropriate uses and presents one possible broad spatial arrangement for the site.

The Development Framework has been prepared collaboratively between Cheshire East Council ("CEC") and a professional team appointed by Royal London Asset Management ("RLAM"). This document will be subject to formal public consultation and, if endorsed by CEC, will become a material consideration for future planning decisions and an important planning tool to guide developers, investors and occupiers.

Royal London Site (Source: Google Earth)

1. INTRODUCTION

WHY A HOLISTIC MASTERPLAN IS REQUIRED: THE DRIVERS FOR CHANGE

The entire Royal London site that is subject to this Development Framework is owned by the Royal London Mutual Insurance Society Limited and managed by RLAM. The primary occupier of the site is Royal London Group ("RLG"), alongside a number of small and medium sized ("SME") businesses. RLG currently occupies the campus and, as the single largest employer in Wilmslow, accounts for over 1 in 10 jobs in the town[3] . RLG has become a key driver of both the Wilmslow and Cheshire East economies and, in 2016, had more than 1,200 staff and contributed approximately £110m in Gross Value Added ("GVA") to the local economy[4].

The ongoing success of RLG has led to a commercial decision to vacate their existing premises at the site. This is in part driven by a need to accommodate a growing workforce and partly due to the inadequacies of the main office building within the current campus, known as Royal London House. The company is committed to providing its staff with the quality of place that is required to deliver a modern and high quality business environment. However, RLG has not yet made a decision on where it will locate its new northern headquarters. The development of a vision to deliver a high quality "living campus" environment is intended to provide a deliverable and attractive option for RLG to remain in Wilmslow. RLAM is committed to delivering a dynamic business environment at the Royal London site that will deliver an outstanding quality of place that is fully aligned with CEC's strategic initiatives and will create an offer that will generate significant benefits for future Wilmslow, future business occupiers and the local community. As such, this document and the illustrative masterplan sets out to provide a positive framework to support wider business and employment opportunities in the town. A summary of the key drivers for change is as follows:

1. The Planning Context

There has been a fundamental change in the planning context for the site. The adopted CELPS (adopted on 27th July 2017) removed the current RLG campus, together with land to the east and land to the west of Alderley Road, from the Green Belt. It allocates the overall site for mix of uses including offices, residential, recreational and other commercial uses under Policy LPS54. In addition, the Council granted outline planning permission for office development on a 5.73 ha parcel of land to the east of the current campus in August 2016 (Application Number: 16/2314M). A detailed Reserved Matters application has been submitted in July 2017 (Application Number: 17/3747M) for this new office development, which aligns with the parameters of the outline consent and CELPS Policy LPS54.

The draft Development Framework and illustrative masterplan is underpinned by this changing planning context for the site. It supports an integrated approach to its future development, consistent with the new policy background and reflecting the latest planning permission on the land.

2. Delivering the Needs of the Market

It is important that the opportunities presented by redevelopment of the Royal London campus and further land within the Local Plan allocation are commercially deliverable. This means the masterplan must enable the delivery of the type and quality of accommodation which is attractive to the market and that will deliver the mix, type and quality of uses that will allow Wilmslow's economy to thrive. Meeting need and expectation is not only about providing quality employment opportunities and an attractive range of housing however – it is also critical that the site is better connected to facilities, offers a range of amenities and is served by improved transport provision, both in terms of public transport and its accessibility by a range of modes. All of this will create an environment which will help to retain and attract quality businesses and, crucially, their skilled staff in the town. This is a key issue in relation to Royal London as Wilmslow's biggest employer and by taking a comprehensive approach to the site, one which this Development Framework seeks positively to address

3. Responding to the Quality of Existing Assets

RLG's intended move from Royal London House and Alderley House has led to the opportunity to review the condition, efficiency and adequacy of existing campus buildings against the needs of potential future occupiers and their suitability for alternative uses. As a result of this exercise, it is clear that current premises – particularly Royal London House, Alderley House and Harefield House – are inefficient, unsuitable to meet the needs of modern occupiers and are not easily or viably adaptable for alternative uses. Ultimately, the retention of these buildings does not support the quality of place that would make the Royal London campus a truly dynamic, modern and attractive business location. A summary of these buildings is as follows:

- **Royal London House** - Royal London House is a bespoke built office building constructed in 1987. In relation to current occupier requirements it is inefficient and not easily adaptable with a poor gross to net floor area ratio. Adapting Royal London House would require very significant investment to meet the needs of a modern business. Significant feasibility and viability testing has been undertaken by RLAM that has considered a range of possible options for Royal London House, including refurbishment and remodelling. This exercise has concluded that, at present, options for the reuse of Royal London House are inefficient and not commercially viable and, as such, redevelopment represents the most appropriate way forward. In addition, RLG as the occupier has undertaken its own detailed assessment of the functionality, suitability and condition of Royal London House and has concluded that refurbishment whilst remaining in occupation is not a viable option.
- **Alderley House** - Alderley House is a 2 storey office building that does not provide the type or quality of office space now sought by modern businesses and which is required to attract and retain staff. Alderley House has no architectural merit or interest and represents an opportunity to replace an ageing and inflexible property with a new purpose designed building of much higher quality.
- **Harefield House** - Harefield House has been converted for office use and is occupied by a small number of SME's, a gymnasium which is used by RLG's staff and as a meeting place for RLG staff community groups. At present, the building is fragmented, has an inefficient layout and would be difficult to remodel to provide modern office space or to adapt for alternative uses.

Having regard to the above, the Development Framework and illustrative masterplan has considered opportunities for redevelopment of these buildings to fully maximise the potential of the existing developed (brownfield) parts of the site in ways which will be attractive to the market and hence commercially viable and deliverable, as well as consistent with adopted Policy LPS54 of the CELPS

4. RLG Expansion

Since its move to Wilmslow, RLG has grown significantly and now has more than 1,200 full and part time staff employed at the site. The growth of Royal London at the site has been a major success and the company is now an integral part of the community in Wilmslow. However, RLG now requires the scale and quality of office space, as well as the connectivity and amenities, that could accommodate at least 1,500 staff, with the potential for further expansion.

As a result of this continued growth in headcount and the obsolescence of existing accommodation, RLG undertaken its own appraisal of what a modern, growing business needs from its business location and premises to continue to thrive. This has led to a commercial decision by RLG to vacate its existing office premises, focused primarily on Royal London House and Alderley House. This has presented RLG with two options, either remain in Wilmslow and build a new office, in line with the adopted CELPS allocation, or to move away from the town. In this regard, RLG retained agents in 2016 and launched a formal search for a new office. It expects to make a decision in 2017 about where to expand. The response from the landowner, RLAM, to the choice which RLG needs to make, has been threefold:

[3] The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p2, pp1.10

[4] The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p1

a). To promote its ownership through the CELPS process for B1 a mix of uses, in respect of which adoption of the CELPS has represented an important milestone to RLG;

b). To obtain outline and reserved matters planning consents for a new, modern office up to 17,000 sq. m., which meets the occupier requirements of either RLG or another knowledge-based occupier, thereby keeping open the option of RLG remaining in Wilmslow; and

c). To prepare and present for approval to CEC a wider Development Framework, which is anchored on providing a thriving mixed use environment of the type favoured by most knowledge-based businesses, looking to attract, retain and motivate high quality staff.

In summary, the masterplan and vision for the future comprehensive development of the site will provide the certainty of a high quality, deliverable and sustainable development to support RLG's decision making process, as well as ensuring an attractive location to attract and retain other knowledge based businesses to the town.

NEXT STEPS AND PROCESS

The Royal London Development Framework was considered by the Council's Portfolio Holder for Housing and Planning at a meeting on 19th June 2017, where a decision was made to approve the document for 6 week period of public consultation, which ran from Friday 23rd June to Friday 4th August.

The purpose of this consultation was to seek the views of the local community and other key stakeholders on the guidance contained in the Development Framework. The comments received have been fully considered by the Council and necessary revisions in light of these comments have been made to the Development Framework. A Consultation Report which accompanies the Development Framework provides a summary of the consultation undertaken, a review of the comments submitted and the Council's response to each area of feedback received. A revised document was brought before the Council's Cabinet for final approval and endorsement in October 2017. The document is now a material consideration in the determination of any future planning applications made at the Royal London site.

Royal London House

Alderley House

Harefield House

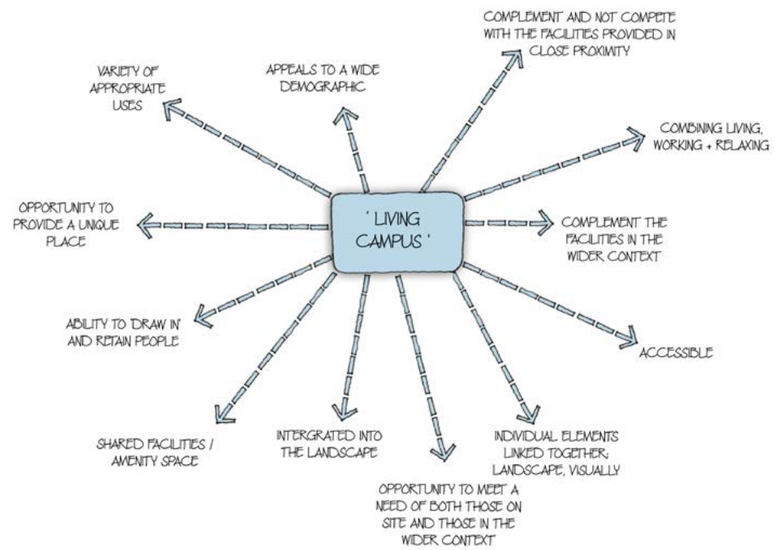
Fulshaw Hall (Right) Coach House (Left)

2. THE VISION AND KEY THEMES

Royal London provides an exceptional opportunity to build on the existing strengths of the site as a dynamic business location. Its strategic position, mature landscape setting and the scale of the opportunity available provides great scope to develop a high quality of place in a mixed use campus that can help to retain and attract key knowledge based businesses in Wilmslow. This section sets out an overarching vision for the site. It articulates the key themes that underpin this vision and which have driven the illustrative masterplan, which is supported by a set of Key Development Principles to guide future development on the site.

THE 'LIVING CAMPUS' VISION

*At the heart of the vision for the Royal London site is the aspiration to create a '**Living Campus'** that delivers a mix of uses as part of a dynamic business led environment. Crucially, the living campus encapsulates a quality of place and provides a thriving environment for business, which is not only a destination where people go to work, but one with a distinct identity that offers an integrated approach to living, working and relaxing. The living campus will embrace the exceptional landscape strengths of the Royal London site, and offer a unique business environment that is distinctive and different to more conventional employment locations. It will be well connected by a range of transport modes, sustainable and easily accessible to residents, workers and the local community. Ultimately, the living campus will be a location that is able to attract and retain high quality businesses and jobs, drawing on the knowledge economy and providing the type and quality of accommodation that will support the sustainable growth of Wilmslow and Cheshire East.*



THE LIVING CAMPUS: KEY THEMES

To articulate the vision and ensure the living campus and quality of place is translated into a deliverable illustrative masterplan and, ultimately into the future development of the site, a set of **five key themes** have been developed to inform the Development Framework. These are:

1. A Thriving Location to Live, Work & Relax

At the heart of the living campus vision is the ambition to create a pleasant and inviting business led environment where people can live, work and relax. The living campus should create a distinctive and modern business location supported by a mix of residential, commercial, community, recreational and leisure uses that provide a quality of place that encourages activity throughout the day, accessible not only to the future occupiers of the site, but also the wider community. The key objectives of this theme are:

a) To build on the strengths of the Royal London site as a premier business location and **develop the living campus into a thriving location for business.**

b) To create **a strong identity, a quality of place and a brand** that differentiates the living campus from other residential and office locations.

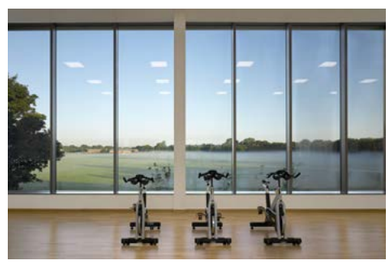
c) To provide **open spaces, amenities and shared uses** that build on the landscape strengths of the site and provide a quality of place where residents, workers and visitors can exercise and relax.

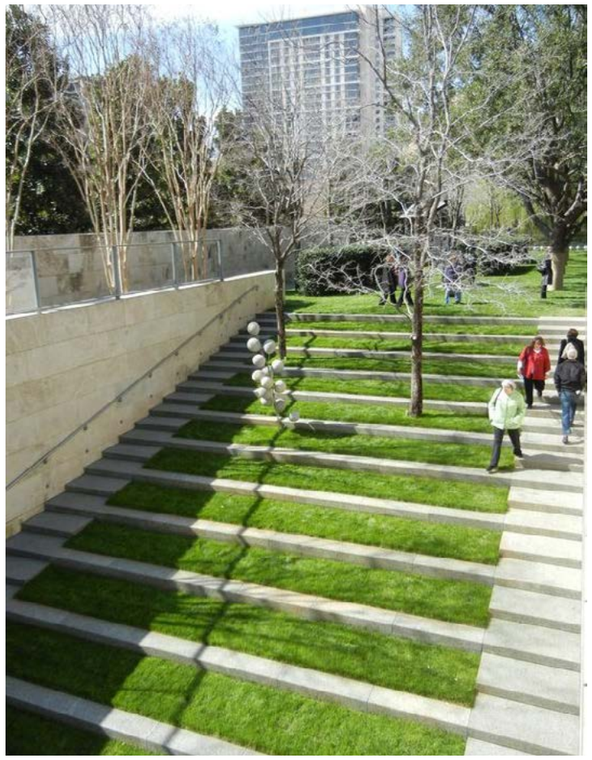
d) To provide **connectivity between uses** to ensure that the living campus works as a holistic development rather than a cluster of isolated development parcels

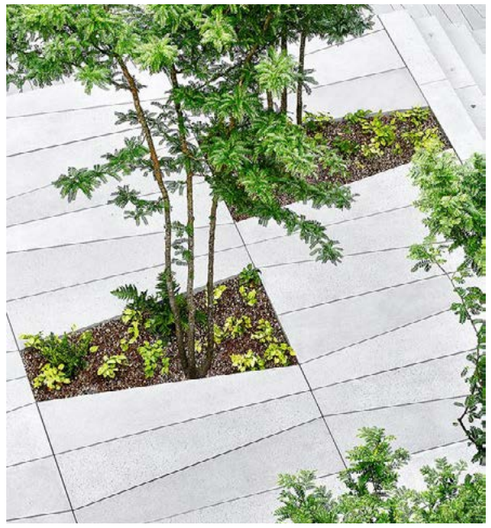
e) To provide an **open and accessible site that provides a range of amenities and community uses** that can be used by the residents of Wilmslow.

f) To provide a campus that **promotes personal wellbeing** by making lifestyle and fitness integral to the living campus offer, offering a range of amenities to encourage participation by future users of the site and the local community

g) To create a **comprehensive offer that helps businesses to attract and retain staff** and which appeals to a wide demographic.







2. A Highly Accessible and Connected Campus
Central to the living campus concept is the need to promote a quality of place by enhancing the connectivity and accessibility of the site and building on its close proximity and relationship with Wilmslow Town Centre and Alderley Edge. The living campus should be accessible via a variety of modes of transport and encourage residents, workers and visitors to utilise sustainable modes where possible. The key objectives of this theme are:

a) To **enhance bus services**, providing improved public bus services which will directly serve key elements of the living campus.

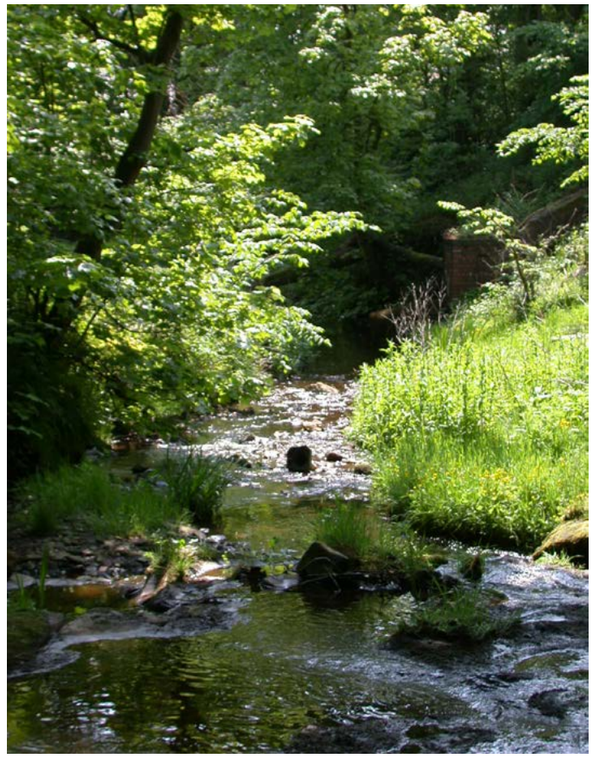
b) To **improve pedestrian links** to Wilmslow Rail Station and the Town Centre, including the excellent range of facilities it offers.

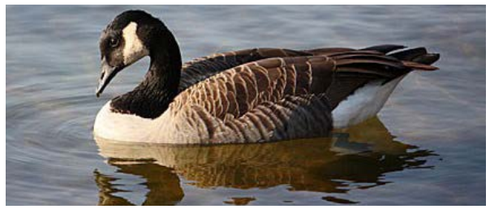
c) To **improve cycle connectivity** including enhanced links to Wilmslow Rail Station and Town Centre.

d) To **incorporate green infrastructure** that promotes a quality of place and encourages internal connectivity; offering greatly enhanced pedestrian permeability and accessibility through the 'living heart' of the campus.

e) To **ensure that there is safe vehicular access** to the site **and adequate car parking** to accommodate future occupiers.

2. THE VISION AND KEY THEMES





3. Creating A Quality of Place Built on Landscape and Heritage Strengths
A core strength of the current Royal London site and a key differentiator compared to many other employment locations is its mature landscape and heritage setting. Central to the vision is creating a 'Quality of Place' by retaining and enhancing the special setting of the site by making the landscape assets an integral part of the living campus offer. The key objectives of this theme are:

a) To **create a true 'Quality of Place**' that supports interconnectivity between the built and natural environment.

b) To **protect and preserve important landscape and heritage assets** and their wider setting, to safeguard those parts of the site that are cherished and valued.

c) To **enhance the existing landscape setting** and integrate these strengths into the wider site offer, placing green infrastructure at the heart of the vision.

d) To better **utilise heritage assets**, and in particular the Listed Fulshaw Hall and Coach House [5], in order to ensure their long-term beneficial use and help create an attractive destination for occupiers and visitors, including the local community.

[5] **The statutory listing of these buildings is 'Fulshaw Hall and the Staff Restaurant (30m North of Fulshaw Hall)' – the Staff Restaurant is better known as the 'Coach House' and is referred to as such in this document. There is another building which is also known as the Coach House, which is not listed, approximately 50m to the north west of these buildings.**

4. Providing an Offer that Meets Need

To be deliverable, the site must ensure it promotes the types and quality of uses that meet expectations. This includes meeting the expectations and requirements of the market; of future occupiers and residents of the development and of the local community. The key objectives of this theme are:

a) To **provide high quality, knowledge based employment space** that is flexible, modern and commercially attractive.

b) To **provide the type and quality of homes** that will meet the needs of Wilmslow and the Borough.

c) To **provide the type, quality and mix of amenities** that meet the needs and aspirations of future occupiers, residents and the local community.

d) To deliver a high quality scheme that meets the needs of the knowledge economy by **creating the conditions that will retain and attract successful businesses and talent**.

e) To create an integrated living campus that **promotes a distinctive sense of place**.

f) To provide a variety of **uses that complement and support rather than compete with the wider offer** in Wilmslow.

5. Adopting a Collaborative Approach

A vision and illustrative masterplan has been developed which aligns with the adopted Local Plan policy framework and also integrates the existing outline planning consent for new office development on the site. The key objectives of this theme are:

a) To ensure that the masterplan and development of the campus **accords with Policy LPS54 of the adopted CELPS.**

b) To ensure that any development of the campus is **sensitive and responsive to the needs of local residents**.

c) To **engage with the wider local community** and to feed into the preparation of the forthcoming Neighbourhood Plan for Wilmslow.

d) **To ensure the masterplan responds appropriately to the views of other stakeholders** in relation to technical matters.

e) To reflect in the masterplan, the extant **outline planning permission to develop a high quality** office building and to support the Reserved Matters application that will bring forward this development (which was submitted in July 2017).

f) To **explore opportunities to encourage the resourcing of local labour and supply chain option** in order to support the local economy.

g) To promote a development that is **commercially viable and deliverable** in order to ensure that the CELPS allocation of the site (Policy LPS54) can be genuinely realised

The five overarching themes that underpin the living campus are intended to work in harmony to guide the development of thriving business environment that will deliver an exceptional quality of place. The quality of place that these key themes and their underlying objectives will create in Wilmslow should be one that CEC, RLAM, future business occupiers and residents and the local community can be truly proud of.

RBS, Gogarburn

3. STRATEGIC CONTEXT

The northern part of Cheshire East is an area with significant economic and growth potential. It benefits from strong links to key population centres and transport hubs, including Manchester City Centre and Manchester Airport. Wilmslow has a population of 23,900[6] people and acts as a gateway between Cheshire East and Greater Manchester; providing an opportunity to build on existing strengths in the professional services and knowledge based industries and delivering the type of employment space, housing and amenities that can support the sustainable growth of Cheshire East. The Royal London site is a major asset to Wilmslow and its future growth and development as a premier business location will be an important component in fulfilling the economic potential of the Borough.

REGIONAL AND SUB-REGIONAL CONTEXT

Wilmslow occupies a strategically important location and is a key link between Greater Manchester and the Constellation Partnership area (formerly the Northern Gateway Development Zone), which encompasses Cheshire East and the north of Staffordshire. The vision for the Constellation Partnership is to deliver significant new homes and jobs across the Partnership's area by 2040, building on success that is "*underpinned by a skilled population, a high value multi-university fed knowledge economy, a dynamic business environment based around a range of growth sectors*"[7].

The Cheshire and Warrington Local Enterprise Partnership ("LEP") is also playing a central role as an enabler of new opportunities and a driver of the growth of the sub regional economy. The LEP's Strategic and Economic Plan for Cheshire and Warrington seeks to deliver a significant level of housing and employment growth, supporting a combined region which is home to an additional 100,000 residents, 75,000 new jobs and 70,000 new homes by 2030[8].

There is a significant wealth of strategic policy at the regional and sub-regional levels that supports the future growth of Wilmslow and Cheshire East. This Development Framework complements these key strategic policy objectives and will help create the conditions that will attract and retain businesses and their skilled staff in Wilmslow, as well as enabling the provision of new homes consistent with national policy priorities.

SUPPORTING THE GROWTH OF WILMSLOW

Wilmslow benefits from excellent locational qualities, local amenities and a highly skilled workforce. The town has developed a reputation as a premier location for high value sectors, notably the professional and financial services sector (including RLG); scientific and technical activities and the technical sector[9].

Together, these account for 37% of all employment or 4,000 jobs in Wilmslow, more than double the national average (15%). RLG is a major driver and contributor to the sectors, accounting for more than 1 in 10 jobs (providing more than 1,200 full and part time jobs) in Wilmslow and contributing a GVA of £110m to the local economy[10]. As such, Wilmslow is fully embedded in strategic policy as a key service centre and important employment location with excellent access to the Greater Manchester economy.

Wilmslow is extremely well placed to meet the potential demand from companies in sectors that have high growth and investment prospects and the town has the potential to take advantage of accelerated economic development. A number of strategic factors drive Wilmslow's attractiveness as an office and business location including its transport links, amenity offer, skilled population, quality housing and proximity to Manchester, the airport and the motorway network. These strategic advantages support growth potential, both in terms of inward investment and expansion of existing local businesses, creating a demand for the types of employment and residential accommodation that will attract and retain both business and people

CELPS strategic policy formally identifies Wilmslow as a Key Service Centre with an expanding knowledge based industry[11]. It also recognises that the Royal London site *"presents an opportunity to deliver a high quality, sustainable, mixed use development to contribute to the identified housing needs of Wilmslow, as well as contributing to the provision of the Borough's knowledge-based industry and open space provision[12]"*.

SUMMARY

The Royal London site is very well located in Wilmslow and benefits from key links to Manchester City Centre, the Airport and the wider Greater Manchester conurbation. The Royal London site is identified as an important strategic driver of the local knowledge economy and a key employer in Wilmslow. It is also planned as the provider of an important component of the future supply of new homes in the town.
The development of the site therefore provides a significant opportunity to develop the employment strengths of the site and retain and attract the types of business and highly skilled workers that will support the strategic priorities of Wilmslow and Cheshire East.

The following section comprises a short description of the Royal London site which is subject to this Development Framework.

Front Covers of Alignment of Economic Employment and Housing Strategy, Cheshire and Warrington LEP, Northern Gateway Development Zone / The Constellation Partnership and Cheshire East Local Plan Strategy

[6] Adopted CEC Local Plan Strategy, July 2017, page 29, paragraph 2.74

[7] A Collaboration for Growth and Prosperity, p1

[8] Cheshire and Warrington Matters: A Strategic and Economic Plan for Cheshire and Warrington (2014), p6

[9] Alignment of Economic, Employment and Housing Strategy, June 2015, page 46, paragraph 5.15

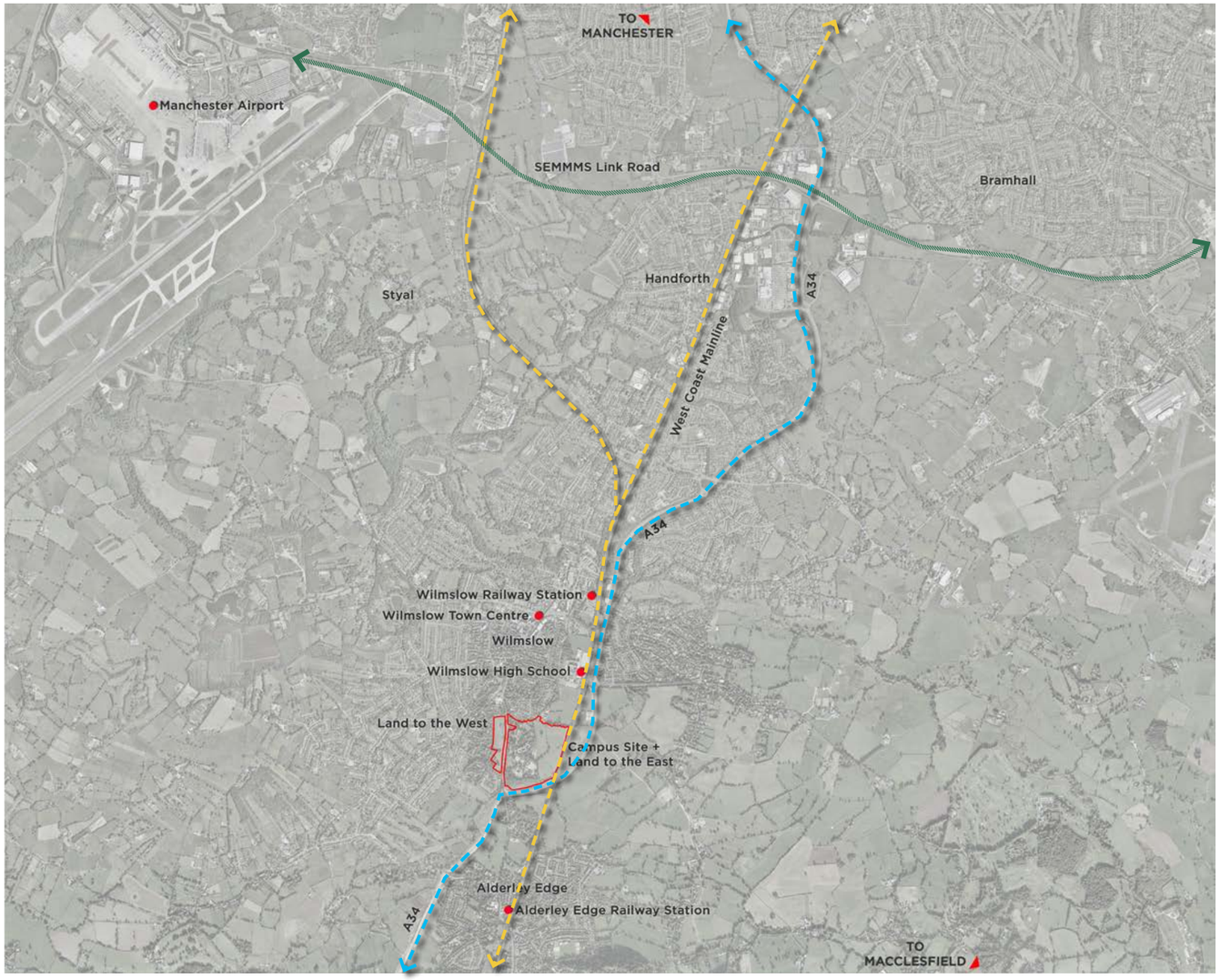
[10] The Economic Consequences of the Expansion of Royal London Group in Wilmslow: Briefing Note, Regeneris Consulting, May 2016, p1

[11] Adopted CEC Local Plan Strategy, July 2017, page 29

[12] Adopted CEC Local Plan Strategy, July 2017, page 360, paragraph 15.629

4. THE ROYAL LONDON SITE

The Royal London site is located to the south of Wilmslow town centre and is currently home to Wilmslow's largest employer, RLG. The site sits within an attractive and mature landscaped setting and provides an exceptional opportunity to create a "living campus" that builds on its existing strengths and supports the growing knowledge economy in Wilmslow and the northern part of the Borough.



Wider Site Location Plan (Source: Google Earth)

The Royal London site is managed by RLAM, which is a wholly owned asset management subsidiary of the RLG that was established in 1988. RLG is the UK's largest mutual life and pensions company and has been an integral part of the fabric of British society for more than 150 years. As a mutual insurer, RLG is owned entirely by its policyholders.

RLG is currently the primary occupier of site having acquired the Refuge Assurance Company (which was headquartered at the site) in 2000. Originally, the site was known as 'The Fulshaw Estate' and was the former home of the Finney Family, who purchased the estate in 1682. During the Second World War, the site and its premises was requisitioned by the War Office and used for the training of Special Operations Executive agents. Prior to RLG's occupation and the development of the current Royal London House by the Refuge Assurance Company in 1987, the site was used as offices by ICI[13].

RLG has become Wilmslow's largest employer and the campus has become an important contributor to both Wilmslow and the Cheshire East economy. The campus is also occupied by a number of smaller SME businesses that capitalise on the site's location and the presence of RLG in Wilmslow.

THE SITE

The Royal London site lies approximately 1km to the south of Wilmslow Town Centre and approximately 1.8km to the north of Alderley Edge. It has excellent access to the strategic highway network lying adjacent to the A34 Pendleton Way (the Wilmslow bypass) and connected to a local road network which provides good links to Manchester, Manchester Airport and the M56 (via the A538).

The site is fairly well served by public transport with bus stops conveniently located along Alderley Road and routes providing regular services to Wilmslow, Manchester and Macclesfield. Wilmslow Railway Station is located within walking distance of the site, situated approximately 1.5km north, and serves a range of destinations on the West Coast Mainline, providing access to Manchester in under 30 minutes and London in less than 2 hours.

The site that is subject to this Development Framework and illustrative masterplan comprises two parcels of land both of which fall within Strategic Site Policy LPS54 of the CELPS. The extent of the land is shown edged red on the plan presented on the plan here, which illustrates the site within its strategic context. It comprises two main areas which are briefly described on the following pages.

[13] The Wilmslow Website - http://www.wilmslow.org.uk/wilmslow/wfulshaw.html

4. THE ROYAL LONDON SITE

1. Land to the East of Alderley Road

The eastern element of the site extends to approximately 22.6 hectares and lies between Alderley Road to the west and the West Coast Mainline to the east. To the north is Wilmslow High School and established residential areas at Whitehall Close and Harefield Drive. To the south is the Pendleton Way/A34 Bypass which forms a strong physical boundary between the site and open countryside further to the south.

The western extent of this area is occupied by the current Royal London campus including its associated buildings, car parking and infrastructure. This part of the site sits within a mature and well enclosed landscape setting and includes a number of mature tree groups covered by Tree Preservation Orders ("TPOs") which give the site its sylvan character.

The site has a number of interconnected watercourses, including Whitehall Brook (classified as a "main river") which is located on the southern boundary of site, an unnamed ordinary water course located at the northern boundary of the land to the east of Alderley Road and an unnamed culverted water course that runs through the Royal London campus.

Currently, the site is accessed at two points from Alderley Road which is lined (on both sides) in this vicinity by mature hedgerows and trees which form an important part of the local character and which act as a screen to the site.

The current Royal London campus contains a mix of buildings of varying ages, styles and quality including:

- **Royal London House** – a bespoke, irregular shaped 9,750 sq. m. office building constructed in 1987 and is the main offices currently occupied by the RLG;
- **Alderley House** – an ageing two storey office building providing approximately 2,400 sq. m. of floorspace which is occupied by both RLG (in part) and a number of SME's;
- **Harefield House** – this building is unlisted and provides approximately 230 sq. m. of space situated between Royal London House and Alderley House, which is utilised by small number of SMEs, as a gymnasium for RLG's staff and as a meeting place for RLG staff community groups;
- **Fulshaw Hall and the Coach House**[14] – comprising two Grade II listed buildings (which were built in 1684 and 1890 respectively) which provide small scale office space for SMEs;
- **Lodges** - three existing lodges front onto Alderley Road, which are known as Harefield Lodge North, Harefield Lodge South and Fulshaw Lodge South. These lodges currently provide limited office space for smaller commercial businesses; and
- **Car parking** – there are a number of existing areas of surface car parking serving the office uses, including a two-level decked car park located between Alderley House and Royal London House and an open surface level car park to the immediate east of the campus buildings. Existing parking on the site comprises approximately 870 spaces in total.

Land to the east of the existing campus, located adjacent to the West Coast Mainline comprises open land bounded by hedgerows and contains some sporadic individual trees. The topography of this area falls from its highest point in the south west to the lowest in the north eastern corner. To the immediate north of this land is Wilmslow High School's playing fields and established residential areas forming part of Wilmslow's urban area.

On 9th August 2016 outline planning permission (Application Reference: 16/2314M) was granted for a new office development on 5.73 ha of land at the south eastern part of the site. The planning consent approves up to 17,000 sq. m. of new office space alongside 1,100 car parking spaces, access improvements, new pedestrian and cycle routes and the enhancement of existing landscaping. A detailed Reserved Matters application has been submitted in July 2017 (Application Number: 17/3747M) for this new office development, which aligns with the parameters of the outline consent and CELPS Policy LPS54. These planning consents will provide a catalyst for the future development of the Royal London site.

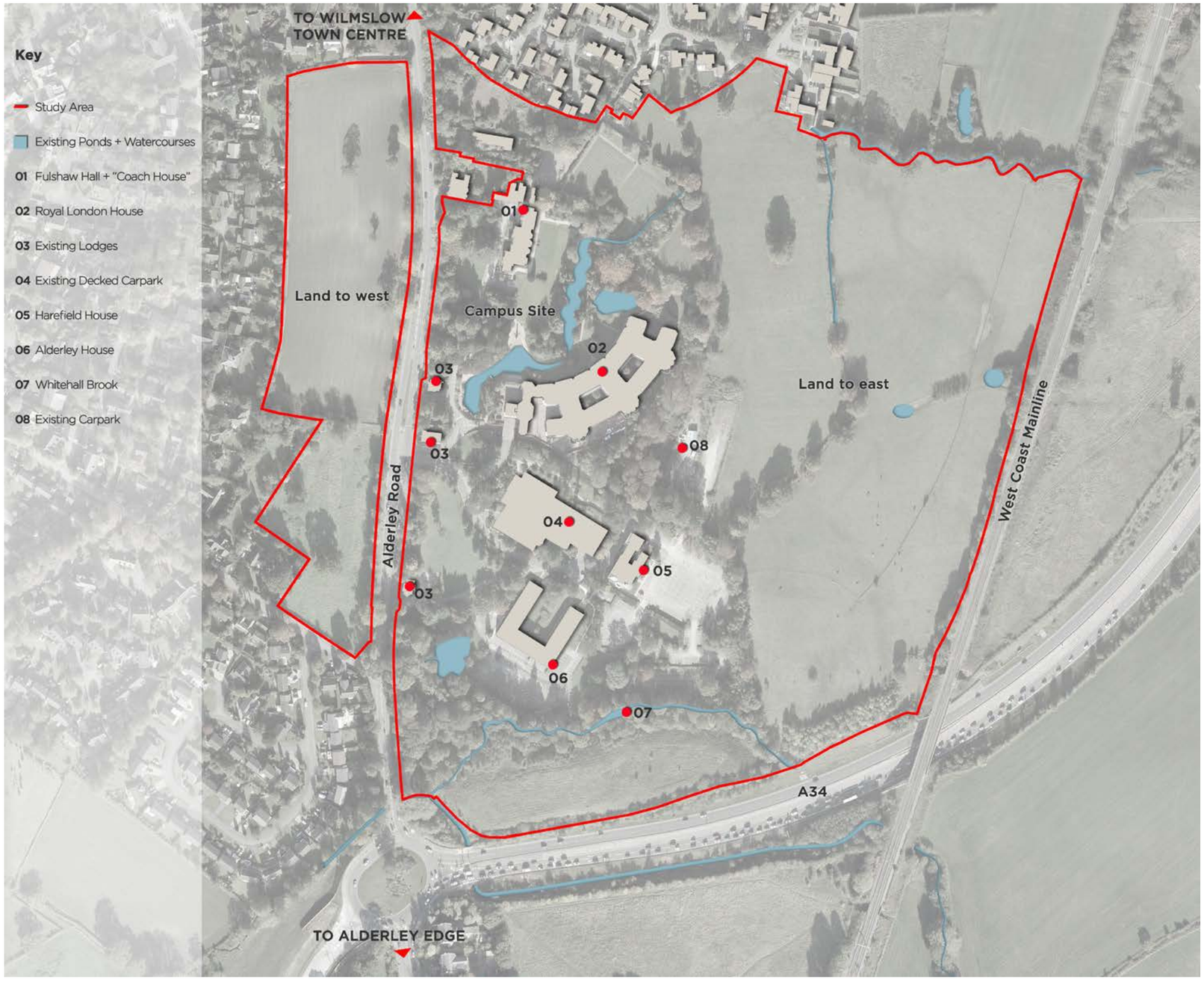
2. Land to the west of Alderley Road

Land to the east of the existing campus, located adjacent to the West Coast Mainline comprises open land bounded by hedgerows and contains some sporadic individual trees. The topography of this area falls from its highest point in the south west to the lowest in the north eastern corner. To the immediate north of this land is Wilmslow High School's playing fields and established residential areas forming part of Wilmslow's urban area.

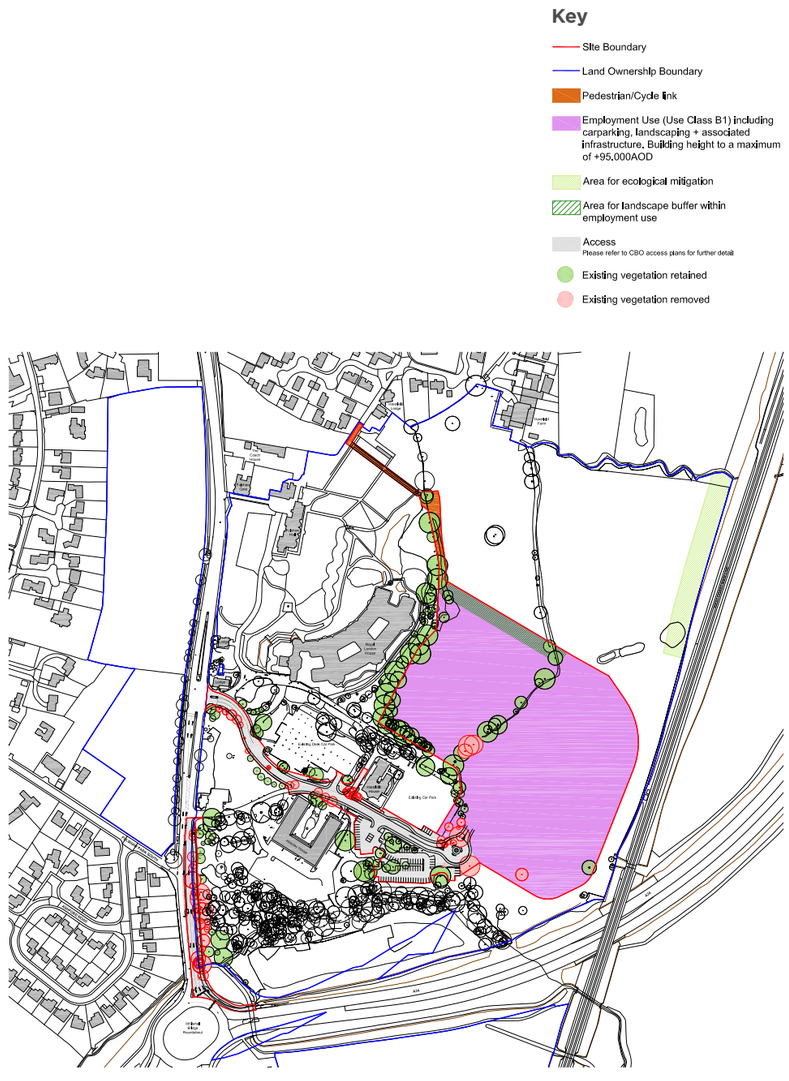
There are no public rights of way, watercourses or built form within this land. Land to the west of Alderley Road is characterised by mature trees and hedgerows along Alderley Road and some mature trees within the body of the site, mainly in its southern extent.

[14] **The statutory listing of these buildings is 'Fulshaw Hall and the Staff Restaurant (30m North of Fulshaw Hall)' – the Staff Restaurant is better known as the 'Coach House' and is referred to as such in this document. There is another building which is also known as the Coach House, which is not listed, approximately 50m to the north west of these buildings.**

4. THE ROYAL LONDON SITE



Site Features



Outline Planning Consent Area

5. PLANNING POLICY

This section provides a summary of the key relevant planning policies that will be considered in the development of the Royal London site. It is not intended as a comprehensive account of all relevant planning policy and should be read in combination with the detailed requirements set out in the adopted Cheshire East Local Plan Strategy ("CELPS") and other relevant planning guidance.

The relevant adopted Development Plan for the site currently comprises the adopted CELPS and the "saved" polices of the Macclesfield Borough Local Plan[15]. On the adoption of the CELPS on 27th July 2017, the new Local Plan formally replaced a number of policies in Macclesfield Borough Local Plan as it affects this site. Accordingly, the Development Framework focuses on the key policies in the CELPS as they apply to the site.

In addition to the CELPS there are a number of formal and informal Supplementary Planning Documents which provide more detail and which are likely to be material in determining applications on this site. These include:

- Supplementary Planning Guidance Note 'Development in Established Residential Areas: Fulshaw Park' (2004);
- Section 106 (Planning) Agreements Supplementary Planning Guidance (2004);
- The Cheshire East Borough Design Guide Supplementary Planning Document (2016); and
- The Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (as amended).

The following section identifies the key CELPS policies of relevance to the Royal London Strategic Site.

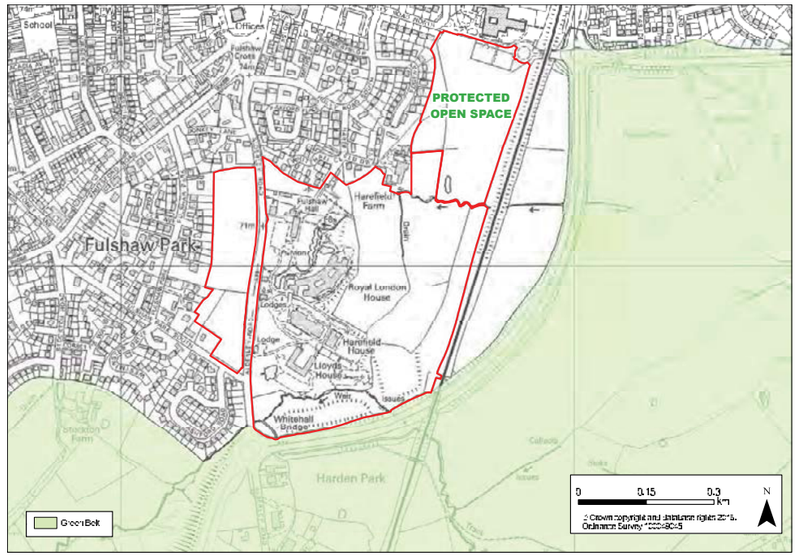
Front Cover of Cheshire East Local Plan Strategy and the National Planning Policy Framework

[15] **The Macclesfield Borough Local Plan, adopted on 8th January 2004**

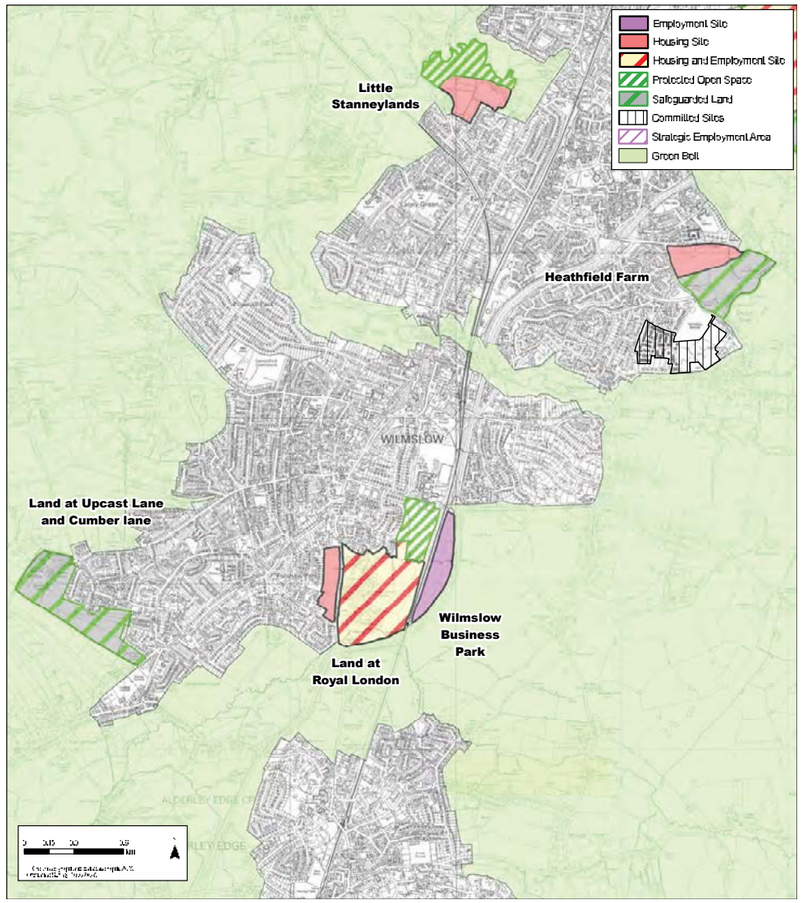
LAND USE: POLICY LPS54

The CELPS allocates the entire Royal London site and further land covered by this Development Framework for mixed use development. This is set out in Strategic Site Policy LPS54: '*Royal London and land the west of Alderley Road, Wilmslow*'. A full copy of Policy LPS54 is reproduced at Appendix A to this Development Framework.

Policy LPS54 identifies the Royal London site as a key opportunity which will facilitate the growth and expansion of a major employment site. The site is described as performing "*an essential role*" and as "*vital in providing future employment opportunities in Wilmslow".*



CELPS Policy LPS54 Policy Map



CELPS Wilmslow Town Map

Potential Uses for the Royal London Campus

Policy LPS54 identifies a range of potential land uses for this site. These land uses, together with the Development Principles set out in the policy, have informed the illustrative masterplan which underpins this Development Framework. Policy LPS54 seeks the development the Royal London site together with other land (in separate ownership) to the north through:

1. *The retention of the existing Royal London Campus unless buildings become surplus to the requirements of existing occupiers, in which case the Council will consider their suitability for reuse or redevelopment for a range of alternative uses;*
2. *The delivery of around 175 dwellings (around 80 on land to the east of the existing campus, around 20 to the north of the existing campus and around 75 on land west of Alderley Road);*
3. *The provision of 5 ha of employment land for up to around 24,000 square metres of B1 employment space and a hotel;*
4. *Incorporation of Green Infrastructure and the provision of public open space at the southern end of the land west of Alderley Road;*
5. *Retention and extension of the existing Wilmslow High School playing fields for educational use in the area marked as protected open space on the map. This may include additional buildings for education use provided they do not harm the integrity of the open space overall;*
6. *Provision of at least 1 ha of land set aside for use as school playing fields within the land to the east of the existing campus, in addition to the areas marked as protected open space on the map, and an appropriate level of amenity open space and children's play space; and*
7. *Pedestrian and cycle links and associated infrastructure.*

Creating a mix of integrated uses that support the core employment and residential users of the site will be critical to realise the living campus vision. As such, an illustrative masterplan for the site has been developed to consider a range of complementary uses that support this vision, to deliver the objectives of Policy LPS54 and to secure the active redevelopment of existing buildings for a range of alternative uses. These are complementary to the core objectives of Policy LPS54 and include:[16]

- Convenience retail/commercial and food and drink uses (including restaurant and coffee shop uses) to provide accessible on site amenities and to support the living campus concept.
- Potential care home or retirement living uses.
- Community uses that support the needs of the living campus, such as a crèche or day nursery, where it is identified that amenities that are required by the wider community or by future occupiers/residents of the site
- Leisure and active indoor and outdoor uses such as a gymnasium and outdoor leisure amenity such as jogging trails, fitness tracks, allotments and formal sports provision.

[16] Note that this is not intended to be an exhaustive list and other uses may be considered on their individual merits.

5. PLANNING POLICY

HIGHWAYS AND ACCESS

CELPS Policy SD1 (Sustainable Development in Cheshire East) requires that development proposals demonstrate they deliver safe vehicular access and egress arrangements and do not prejudice the movement of traffic on surrounding roads or have an adverse impact on neighbouring uses. In order to achieve this, the surrounding highway network needs to be able to accommodate any traffic growth associated with development of the Royal London site. Policy SD1 also requires sufficient car parking to be provided in accordance with adopted highway standards.

Policy CO1 (Sustainable Travel and Transport) requires development to meet the objectives of policy SD1 and supports new developments that are (or can be made) well connected and accessible. In particular, Policy CO1 encourages the development of improved pedestrian and cycle facilities and the enhancement of public transport integration, facilities, capacity and service levels. Policy LPS54 relating specifically to the Royal London site also seeks to ensure pedestrian and cycle links to the site are provided and that access to the local area (including Wilmslow Railway Station) is improved.

Policy CO4 (Travel Plans and Transport Assessments) requires all major development proposals that are likely to generate significant additional journeys to be accompanied by a Transport Assessment and, where appropriate, a Travel Plan. Any detailed proposals for the site would also need to be accompanied by a Parking Strategy that clearly sets out how future parking needs would be met.

The development of this site must ensure that sustainable modes of transport; including cycling, pedestrian access and improved public transport connections are integrated into the development of the living campus. As planning proposals are developed for the site, detailed transport and parking assessments will be required to enable an assessment of the impact of development proposals and identify mitigation measures where appropriate.

LANDSCAPE

The landscape setting of the site is a significant asset that must be retained and where possible enhanced as the site is developed. Policy SE4 (The Landscape) requires developments to conserve landscape character and quality and should, where possible, enhance and effectively manage the historic, natural and man-made landscape features that contribute to local distinctiveness of both rural and urban landscapes. Development should incorporate landscaping which reflects the character of the area in order to promote local distinctiveness, avoid the loss of habitats and protect the historical and ecological qualities of the area.

Policy SE5 (Trees, Hedgerows and Woodland) seeks to prevent the loss of, or threat to, trees, hedgerows or woodlands that provide a significant contribution to the amenity, biodiversity, landscape character or the historic character of the surrounding area. Where such adverse impacts are unavoidable, the impact of development proposals must satisfactorily demonstrate a significant net environmental gain by appropriate mitigation, compensation or offsetting. The development of detailed proposals for the site should ensure that the impact on protected and those identified as valuable trees is assessed as part of a detailed Tree Survey.

Site specific Policy LPS54 also seeks to retain and enhance features of amenity value where feasible, including the mature wooded area to the west of the site, the brook and ponds that are present on site and the tree lined frontage to Alderley Road.

The landscape setting of the Royal London site is paramount to its character as an attractive place to live, work and relax and will be fundamental to the sense of place that is a core element of the living campus concept. Development proposals for the site will therefore be required to respect and integrate this landscape setting into any scheme, so as to preserve its character and ensure that key landscape and arboricultural assets are protected, and where possible enhanced, in line with policy.

NATURAL ENVIRONMENT

In addition to the landscape setting of the Royal London site, there are elements of the natural environment and existing habitats which should be preserved as the site develops. Policy SE3 (Biodiversity and Geodiversity) requires areas of high biodiversity and geodiversity value to be protected and enhanced. Development proposals for the site must aim to contribute positively to the conservation and enhancement of biodiversity and geodiversity, respecting existing habitats present on the site and securing the ecological enhancement measures agreed as part of the 2016 outline consent for office development (planning consent Application Reference: 16/2314M).

Policy SE6 (Green Infrastructure) seeks to deliver a good quality and accessible network of green spaces for people to enjoy, providing for healthy recreation and biodiversity and a range of social, economic and health benefits. Policy CS26 specifically requires the incorporation of green infrastructure and appropriate landscaping at the Royal London site as well as the provision of open space at the southern extent of land to the west of Alderley Road.

Policy SE13 (Flood Risk and Water Management) requires development to manage flood risk and water quality appropriately. Parts of the site are within areas at risk of flooding and, as such, as the site comes forward for new development the appropriate policy requirements must be met to ensure that any flood risk is fully assessed at the outset and then managed and mitigated where appropriate. In line with Policy LPS54, any planning applications for development on land which is at risk of flooding will be required to be supported by an appropriate Flood Risk Assessment ("FRA") to demonstrate that development proposals will not increase flood risk on site or elsewhere and opportunities to reduce the risk of flooding are sought, taking into account the impacts of Climate Change in line with the Cheshire East Strategic Flood Risk Assessment ("SFRA"). Development on areas that may be at risk of flooding will be required to include or contribute to flood mitigation, compensation and / or protection measures, where necessary, to manage flood risk associated with or caused by the development in line with Policy SE13 of the CELPS.

Policy SE12 requires that all development is located and designed so as to conserve and enhance the natural environment. All development should be located and designed so as not to result in a harmful or cumulative impact upon air quality, surface water and groundwater, noise, smell, dust, vibration, soil contamination, light pollution or any other pollution which would unacceptably affect the natural and built environment, or detrimentally affect amenity or cause harm.

The site is adjacent to or within areas of inert landfill associated with the construction of the A34 bypass and, as such, any limited risk associated with this would need to be assessed at the planning application stage. Policy SE12 requires that where development proposals may affect or be affected by contamination or land instability, developers provide a report which investigates the extent of the contamination or stability issues and the possible affect it may have on the development and its future users, as well as the natural and built environment. Policy LPS54 requires submission of a Phase 1 Preliminary Risk Assessment for contaminated land to understand any risk associated with on-site landfill. These are both matters to be addressed at the time of a planning application(s).

Policies SE8 (Renewable and Low Carbon Energy) and SE9 (Energy Efficient Development) seek to reduce pollution and aid a transition to a low carbon future. These policies encourage the development of renewable and low carbon energy schemes and the principles of the Energy Hierarchy including seeking to achieve a rating under schemes such as BREEAM (for non-residential developments), CEEQUAL (for public-realm development) and Building for Life. Opportunities to improve energy efficiency by means of building type, orientation, detailed design and layout would need to be considered in any proposals for the Royal London site.

Planning, through the CELPS, has a key role in addressing the impacts of climate change in terms of both mitigation and adaptation. Policy SD2 (Sustainable Development Principles) of the CELPS seeks to ensure that development is resilient to climate change by using appropriate design, construction, insulation, layout and orientation. Policy SE1 (Design) also seeks to introduce passive environmental design principles and climate change adaptation features into the orientation of buildings and spaces and through detailed design

HERITAGE

The Royal London site contains Grade II Listed Buildings which sit within a heritage and landscape setting. It is important that the development of the site respects these Listed Buildings which comprise Fulshaw Hall and Coach House. Policy SE7 (The Historic Environment) requires the character, quality and diversity of the historic environment to be conserved and enhanced. Development at the Royal London site should seek to avoid harm to heritage assets and make a positive contribution to the character of Cheshire East's historic and built environment, including the setting of assets and where appropriate, the wider historic environment.

As detailed proposals for the site come forward, a Heritage Assessment will be required as part of any planning application, to ensure heritage assets and their settings are appropriately considered. It is important that any development within the vicinity of heritage assets should be designed to ensure adequate protection of the heritage setting; and that the significance of heritage features is appropriately protected in accordance with the requirements of Policy SE7.

DESIGN AND AMENITY

CELPS Policy SE1 (Design) requires development proposals to make a positive contribution to their surroundings by developing a sense of place, managing design quality, ensuring sustainable design and liveability/ workability, and designing in safety. Larger scale and more complex developments are encouraged to undertake a Design Review, for example through Places Matter[17], and to adapt proposals accordingly.

Policy SD2 (Sustainable Development Principles) requires developments to contribute positively to an area's character and identity; including scale, choice of materials, external design, massing, green infrastructure and the relationship to neighbouring properties, the street scene and the wider neighbourhood. Proposals are also required to respect and, where possible, enhance the landscape character of the area and to respect the significance of heritage assets and their wider setting. For proposals for new employment, Policy SD2 expects that they will create an attractive and successful place to work, with minimum impact on the surrounding area, and to maximise opportunities for access and deliveries by a range of forms of sustainable transport.

Policy LPS54, relating to the Royal London site requires any development of the site to deliver high quality design and appropriate landscaping / green infrastructure, in order to preserve the character of the area and ensure an acceptable relationship between residential and employment uses. The policy also requires a design response that respects the site's location as a key entrance into Wilmslow and which addresses the setting of Listed Buildings on the site.

Proposals should also consider the guidance provided in the Cheshire East Design Guide Supplementary Planning Document (2016), which provide developers and design teams with a framework of advice to aid design evolution. Key design principles to consider include working with the grain of the site, urban design, street design, green infrastructure, landscape design, sustainable design principles and quality of life. Land proposed for housing to the west of Alderley Road should seek to reflect the guidance contained in Fulshaw Park Supplementary Planning Guidance Note (2004).

It is clear that the policy framework and associated guidance requires development proposals to demonstrate a commitment to a good quality of design, materials, finishes and detailing and provide good quality hard and soft landscaping.

RECREATION AND LEISURE

There is an opportunity, through development of the Royal London site, to improve leisure and recreation facilities for future site occupiers and the local community. Policy LPS54 seeks to ensure that at least 1 hectare of land is set aside on land to the east of the campus for use as school playing fields. There may be potential for these playing fields, or other recreational facilities which are provided, to be used as a leisure amenity to support business occupiers of the site and the wider community.

Policy SC1 (Leisure and Recreation) supports the provision of better leisure, community and recreation facilities where there is a need for such facilities. Policy SC2 (Indoor and Outdoor Sports Facilities) also supports new sports facilities where they are accessible and appropriate in scale and type.

Recreation and leisure provision at the Royal London site will form an important component of the living campus and will help to create a mix of uses where people can truly live, work and relax.

AFFORDABLE HOUSING

Local planning guidance on affordable housing, including Policy SC5 (Affordable Homes) of the CELPS, seeks to secure 30% of any new dwellings as 'affordable', subject to viability. Site specific Policy LPS54 also requires affordable housing at the Royal London site in line with Policy SC5. Policy SC4 (Residential Mix) of the CELPS also seeks to ensure that new residential development maintains, provides or contributes to a mix of housing tenures, types and sizes to help support the creation of mixed, balanced and inclusive communities; including meeting the needs of older people.

S106 REQUIREMENTS AND COMMUNITY INFRASTRUCTURE LEVY (CIL)

Proposals for any new development will be expected to make appropriate contributions, via a Section 106 Agreement or by means of the Cheshire East Community Infrastructure Levy (if applicable). Such contributions will help offset the impacts of the proposed development on physical, social, community, and environmental infrastructure. In accordance with the CIL Regulations contributions will only be sought where they are necessary to make any development acceptable in planning terms, directly related to the development, and fairly and reasonably related in both scale and kind.

Any planning application should be supported by suggested draft Heads of Terms for a S106 Agreement. Further guidance on the contributions likely to be sought can be found in the Council's Supplementary Planning Guidance on S106 Agreements and through pre application discussions.

[17] **Places Matter! is a north west architecture and built environment centre offering a constructive, impartial and expert advice via a Design Review Service. (http://www.placesmatter.co.uk/)**

6. DESIGN AND DEVELOPMENT PRINCIPLES

This section sets out the key design and development principles that have informed the illustrative masterplan and that should be used to shape the future development of the site. These key principles have been developed with full regard to the site characteristics, the character of the local area and the guidance contained in national and local planning policy. They are underpinned by a robust suite of technical assessments that provide a thorough assessment of the site constraints and opportunities.

KEY PRINCIPLE 1: LAND USES TO SUPPORT A 'LIVING CAMPUS'

Development of the Royal London site should provide a range of land uses that support the 'living campus' as a thriving location for business and delivers an integrated, vibrant mixed use development where people can live, work and enjoy their leisure time both through the daytime and into the evening. Development should reflect the land uses in CELPS Policy LPS54 and also provide a mix of complementary uses that will be attractive to the market and deliver the mix, type and quality of amenities that typify the requirements of a modern office occupier.

For Wilmslow to thrive, it needs a well-balanced, sustainable local economy. For this to be viable, the town needs to attract growing, knowledge-based businesses and skilled high quality staff that will support its economic growth. The Royal London site, as a premier business destination in Wilmslow, must create the conditions that attract and retain the very best B1 office occupiers and knowledge based businesses.

The living campus' principal objective is to create a dynamic business led environment that is supported by a diverse mix of uses and supporting amenities. Creating the mix and diversity of uses that appeals to modern B1 office users will create the conditions that will allow new business to thrive. The mix of land uses proposed for the site has been carefully considered to create an attractive offer for new business, which will ultimately help to attract and retain high quality businesses and staff.

Creating an attractive mix of uses to support the Royal London site is especially relevant given its edge-of-town location. The living campus will create 'urban' elements, enabling it to compete with other locations by ensuring that it provides a more sustainable mix of uses, without losing the distinctive landscaped setting that the site enjoys.

The range of land uses proposed will support a high quality, sustainable, mixed use development that supports the Royal London Campus as a premier business location. These land uses include[18]:

- B1 office floorspace;
- Residential development, comprising a mix of density and types of new homes including potentially care home/retirement living accommodation ;
- Hotel;
- Restaurant(s);
- Convenience retail to support the living campus concept;
- Ancillary uses such as food and beverage outlets and a coffee shop/ meeting hub;
- Community facilities such as a gym and nursery/crèche;
- Open space sports/fitness facilities such as jogging trails, outdoor gym equipment, allotments/community gardening areas as well as land set aside for new playing fields;
- Outdoor event space;
- Car parking to meet the needs of residents, workers and visitors; and
- Areas of public realm/greenspace where people can meet informally and relax.

[18] **Please note that this is not intended to be an exhaustive list and other uses may be considered on their individual merits.**

Key

- Existing Green Infrastructure
- Consented Green Infrastructure
- Open Fields / Green Space
- Business Use
- Heritage
- Residential

Landscape Character Plan

KEY PRINCIPLE 2: RETENTION OF HIGH QUALITY LANDSCAPE SETTING

Development of the site should protect and where possible enhance the key landscape assets and the landscape setting within which the existing Royal London campus and the wider site sits. These assets include the existing green corridor along Alderley Road, mature woodland to the south and west (of land to the east of Alderley Road); the landscape setting of Listed Buildings (Fulshaw Hall and the Coach House) and high quality trees (including those subject to Tree Preservation Orders) that have been identified as part of a detailed tree survey. New development should sympathetically integrate with the existing landscape character of the site and support the long term maintenance and management of key landscape features.

The landscape value of the site and surrounding areas has been assessed by DEP Landscape Architecture Ltd ("DEP"). The site does not lie within a protected landscape area and there are no landscape designations within or in the immediate vicinity of the site. The existing vegetation and trees at the field boundaries and edges of the site make a positive contribution towards the setting and visual amenity of the site and should be integrated into any future development proposals. If appropriate, future planning applications would be accompanied by a Landscape and Visual Impact Assessment ("LVIA") to ensure that the key landscape characteristics of the site are assessed and appropriately retained/ enhanced.

An analysis of existing landscape features has identified key landscape character areas within the site. This includes the heritage character area to the north of the site (incorporating Fulshaw Hall and the Coach House) and the existing business character within the Royal London campus. The masterplan and future planning applications in relation to the site should consider the setting and character of development parcels across the site when considering the type, scale and mix of uses; and the impact these uses may have on landscape character.

An Arboriculture Survey has been undertaken by arboricultural consultants Tyler Grange. There are a number of TPOs present on the site which have been assessed by CEC and Tyler Grange. This has confirmed the presence of these TPOs, under a Tree Preservation Order that was put in place on the 23rd January 1975. Due to the age of this TPO, many trees have already been removed and any trees planted since 1975 are not protected. There are also other multiple trees and clusters of trees across the site. These range in quality from trees of high quality and value (Category A), trees of medium quality and value (Category B), trees of low quality and value (Category C) and trees that are recommended for removal (Category U).

Future planning applications for the site should be accompanied by an Arboricultural Impact Assessment, where required, to understand to impact of any development proposals on existing trees and to identify any required mitigation.

6. DESIGN AND DEVELOPMENT PRINCIPLES

KEY PRINCIPLE 3: ENHANCED GREEN INFRASTRUCTURE AND OPEN SPACE

Development of the site should incorporate a network of new and existing green infrastructure that will reflect the important landscape characteristics of the site and link together proposed land uses. New green infrastructure should support a network of open spaces that provide connectivity and support permeability within the living campus. This should include high quality landscaping, new public realm and informal meeting spaces between existing and proposed employment uses and an area of new public open space as part of the development of land to the west of Alderley Road.

The development of the site should build upon the existing internal and external connections and incorporate green areas between uses to embed the principles of green infrastructure into any future development proposals. High quality existing trees, should be retained wherever possible and positively managed to support the existing important landscape character that they provide. This includes trees along the Alderley Road boundary (west and east sides) as well as areas of woodland to the south of the existing campus site. Landscaping and planting should be encouraged to further contribute to improving landscape character, such as a strengthened green frontage to the west of Alderley Road.

Future proposals for the site should consider the opportunity to create a network of green infrastructure that supports the development and use of outdoor fitness and leisure uses, such as fitness trails, jogging circuits and outdoor gym equipment/fitness hubs. Proposals should also support internal permeability across the site and green infrastructure connectivity between the site's primary uses and the wider area. Proposals should consider the use of green infrastructure, shared spaces and the public realm in the context of the living campus concept; seeking to promote a coherent landscape and movement strategy across the site. Any planning application for the site should address the future maintenance of landscape features and public areas.

Green Infrastructure Opportunities

Existing Access Plan

KEY PRINCIPLE 4: HIGHWAYS, VEHICLE ACCESS AND CAR PARKING

Development of the site must ensure that safe and suitable vehicular access can be achieved and that there is no residual "severe adverse impact" on the surrounding highways network[19]. An appropriate level of car parking should be provided in accordance with the outline planning consent and the Council's Car Parking Standards.

Traffic analysis has been undertaken by CBO Transport to inform the illustrative masterplan and to understand the potential impacts of the uses proposed on surrounding public highways. Currently vehicular access to the Royal London campus is provided via two accesses from Alderley Road. The primary access is via an all movements signal controlled junction to the south of Royal London House. The second access is a priority junction located to the south of the primary access. This second access provides an entrance to car parking to the south of Alderley House, but is an "exit only" option for other Royal London campus buildings. The extant planning permission for office development on land to the east of the campus includes a requirement for works to improve the signal controlled access through the widening of the Royal London Campus approach, as well as other measures to improve traffic flows on Alderley Road.

Any further development of the site (beyond the consented office scheme) utilising these access points may need to deliver additional highway mitigation works (on and off site) in order to provide appropriate access solutions. Future planning applications will need to be accompanied by a detailed Transport Assessment and appropriate mitigation measures identified and secured.

An opportunity exists to create a new all movements access on land to the north of Fulshaw Hall (as indicated opposite and on the indicative masterplan). This has good potential to provide a third access to the campus site as well as scope to deliver penetration by public transport services through the development, by providing a direct route re-joining Alderley Road via one of the existing southern access points. A new access to the north may also provide an appropriate (temporary) entry point for site construction traffic enabling the existing Alderley Road campus accesses to operate unimpeded during the build period.

Land to the west of Alderley Road which is allocated for residential development should be served by a new priority junction along the Alderley Road frontage; an approximate position is shown on the illustrative masterplan.

The site should also provide an appropriate level of car parking to meet future need. Uses that come forward in the future as part of the masterplan should provide parking in accordance with the Council's current Car Parking Standards.

[19] **This is the test set out at paragraph 32 of the National Planning Policy Framework in relation to highway impacts of development.**

6. DESIGN AND DEVELOPMENT PRINCIPLES

KEY PRINCIPLE 5: CONNECTIVITY AND SUSTAINABILITY

Development of the site should include a comprehensive movement strategy that ensures accessibility by a range of sustainable modes of transport including public bus, walking and cycling. Any scheme should include improved pedestrian and cycle links to Wilmslow Town Centre and railway station and support the aspirations and sustainable travel initiatives which seek to connect CEC's North East Corridor.

The area surrounding the site has good accessibility for pedestrians, with high quality footways provided on both sides of Alderley Road and a controlled crossing on Alderley Road. To the south, there are controlled pedestrian crossings provided at the roundabout on the A34 Pendleton Way and A34 Melrose Way to link to Alderley Edge, which are connected to Alderley Edge to the immediate south of the A34 bypass by Strategic Footpath FP46 (Wilmslow) and Strategic Footpath FP47 (Alderley Edge). To the north, existing footways continue into Wilmslow town centre. Harefield Drive has good quality footways and links to Holly Road South, providing direct links from the site to the town centre, railway station and further north into the Bollin Valley Way recreational route.

Advisory cycle lanes are provided along Alderley Road in both directions between the Royal London campus signal junction and the Alderley Road / B5086 Knutsford Road / Bedells Lane roundabout. There is also a short section of advisory cycle lane on the northbound side of Alderley Road between the Alderley Road / A34 Pendleton Way / A34 Melrose Way roundabout. In addition, a new combined cycleway / footway would be provided on the east side of Alderley Road between the A34 roundabout and the southern Royal London access as part of the measures required under the consented office scheme (Application Number: 16/2314M), which will improve cycle and pedestrian connectivity along Alderley Road between Wilmslow and Alderley Edge.

Future development proposals should ensure that existing pedestrian/cycle links are enhanced both within the site and to the wider area to maximise the advantages of the sites proximity to the wide range of facilities within Wilmslow town centre and the railway station.

The opportunity that exists to create a new all movements access on land to the north of Fulshaw Hall provides the scope to deliver a bus route through the campus by providing a direct route, re-joining Alderley Road via one of the existing southern access points. An on-site bus stop or stops would improve accessibility and directly serve the office and residential elements of the development, providing a more efficient way of serving the site by bus than the existing Alderley Road corridor (which has an existing bus service, the No. 130, which runs between Manchester and Macclesfield). There is an opportunity for the Royal London site to capitalise on proposals which seek to connect key locations in Cheshire's North East, that could provide shuttle bus services that connect destinations across Cheshire's North East "Science Corridor", which covers the area between Knutsford and Macclesfield and extends northwards including the A34 corridor to Wilmslow / Handforth, as well as the A538 corridor to the Airport

Future planning applications at the Royal London site should, through the appropriate mechanisms, fully investigate the potential implementation of this bus route and bus service diversions.

KEY PRINCIPLE 6: PROTECTING AND ENHANCING ECOLOGY AND BIODIVERSITY ASSETS

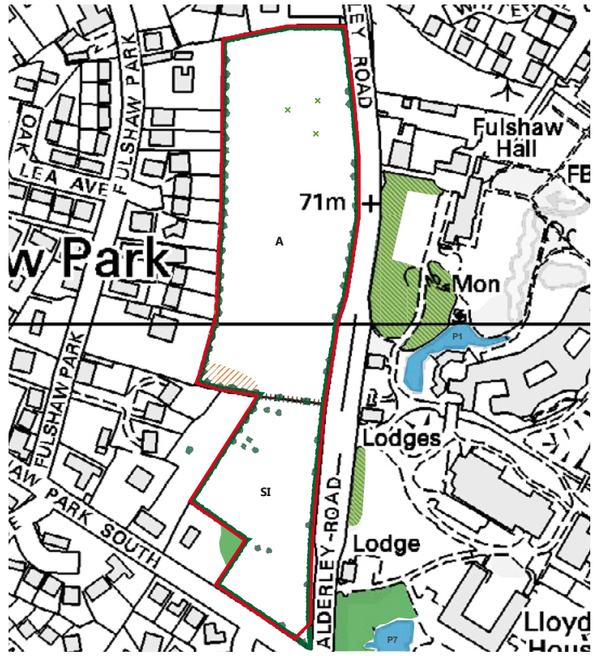
Key ecological features on the site should be protected, managed and where possible enhanced as part of any development proposals. Detailed ecological surveys have been undertaken and habitat features, such as woodland, should be sensitively integrated with built development and the future green infrastructure across the living campus.

A Phase 1 Habitat Survey including protected species surveys has been undertaken by ecological consultants Tyler Grange to assess the existing ecological status of the site, which has found no significant ecological issues that would preclude the future development of the site. The existing habitats comprise improved and semi-improved grasslands, arable, broadleaved and mixed plantation woodland, hedgerows, scrub, marshy grassland, amenity grassland, hedgerows, ponds and ditches.

Surveys were conducted for Great Crested Newts ("GCN"), badgers, bats, birds and reptiles. No GCN were identified. Bat species including common pipistrelle, soprano pipistrelle and few myotid species were found to be using hedgerows and boundary features for commuting and foraging. The site also has trees that are mature and large enough to support bat roosts.

Two bird species of amber conservation status (dunnock and kestrel) were recorded within the site and one species of red conservation (bullfinch) was heard to be singing on the site. There was no evidence of reptiles on the site.

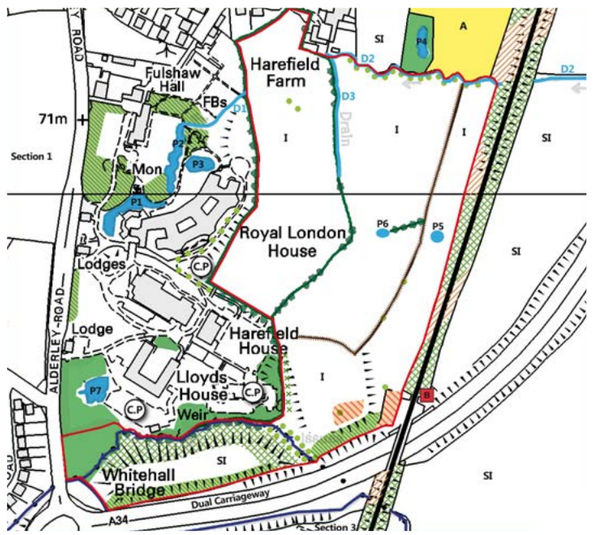
Any development proposals should seek to retain important tree groups, where possible, and provide green infrastructure throughout the site. Ecological mitigation identified as part of the existing outline consent for offices on land to the east of the campus, as well as new areas of habitat comprising ponds and woodland planting, should be provided to enhance the ecological value of the site and mitigate potential losses. Where required, future planning applications should be accompanied by further Habitat Surveys to assess the potential for species and to identify any mitigation required as a result of development proposals.



KEY

- Site Boundary
- White Hall Brook
- Ditch
- Pond / Lake
- Species Poor Hedge
- Tree Lined Hedge
- Broadleaved Scattered Trees (Area 1)
- Broadleaved Scattered Trees (Area 2)
- Scattered Scrub
- Continuous Scrub
- Marshy Grassland
- Semi-natural Broad leaved Woodland
- Mixed Plantation Woodland
- I — Improved Grassland
- Car Park
- SI — Poor Semi-Improved Grassland
- Tall Ruderals
- Fence
- A — Amentiy Grassland
- Bridge Under Railway
- A — Arable

Land to the West of Alderley Road - Ecological Appraisal



Land to the East of Alderley Road - Ecological Appraisal

Fulshaw Hall (top) and the Coach House (Bottom)

KEY PRINCIPLE 7: PRESERVING HERITAGE ASSETS

The two Listed Buildings (Fulshaw Hall and the Coach House[20]) and their respective settings should be preserved and where possible enhanced as part of the development of the site. Proposals for new uses for these buildings which secures their ongoing maintenance and ensures a viable long term use will be supported.

A heritage and archaeological appraisal has been carried out by Orion Heritage. This assessed the archaeological potential of the site and the potential for any development impact on heritage assets.

The site has low potential for archaeological remains from prehistoric and Roman times. The majority of the site also has low potential for archaeological remains for medieval and post medieval dates apart from an area at the south western edge of the site close to the A34 roundabout that has moderate/high potential for medieval and post medieval remains associated with a non-designated Medieval moated site. There has been no evidence encountered within the appraisal that suggested remains of national importance are likely to be present at the site.

There are no Scheduled Monuments, Registered Battlefields, Registered Parks or Gardens located within the site or within 1 km of the boundaries. There is one Conservation Area, the Elm Grove (Alderley Edge) Conservation Area, within 750m of the southernmost boundary of the Royal London site. Fulshaw Hall and the Coach House are Grade II Listed Buildings. There are also two locally listed buildings in close proximity to the western boundary of the site, namely "Rostherne" and "Chorlton House" that lie within the Fulshaw Park housing area.

Where required, a planning application which could impact upon the setting of listed buildings or heritage assets would be accompanied by a detailed Heritage Assessment to understand the significance of any impact and the appropriate mitigation measures which might be required. The results of this should inform development proposals with the aim of avoiding harm to the significance of heritage assets unless that harm is appropriately justified in accordance with Paragraph's 133 and 134 of the NPPF.

KEY PRINCIPLE 8: DESIGN AND CHARACTER

High quality design and place making should deliver a 'Quality of Place' that retains and enhances the landscape setting and sylvan character of the site and ensures that the relationship between residential and employment uses is sensitively considered. The high quality design of the development should also respect the site's location as a gateway to Wilmslow.

The campus site has been developed over many years within a mature landscape setting, which has created distinctive character areas. Any new development requires a sensitive design response in terms of scale, density, mix and visual appearance in order to sensitively integrate new development within its wider site context.

In addition to the consented office development on land to the east of the campus there are parts of the current campus site that lend themselves to redevelopment in the form of high quality contemporary and innovative buildings. In areas proposed for residential uses, such as land to the north of the campus and to the west of Alderley Road, a mix of dwelling types and densities should be considered that encourage an inclusive and mixed community and reflect the character of the surrounding area.

Any development proposals should respect the landscape setting and heritage character of the site in line with the Key Development Principles. New development should build upon and integrate seamlessly with these existing assets, which should form an intrinsic part of the living campus. The Listed buildings at Fulshaw Hall as described in Key Principle 7 should be integral to any future development of the site.

Green infrastructure will be incorporated into the proposals and key existing features such as boundary hedgerows and important trees should be retained, reflecting the site's location at a key gateway into the town. These features should provide screening and allow relationships between differing land uses to be respected.

[20] **The statutory listing of these buildings is 'Fulshaw Hall and the Staff Restaurant (30m North of Fulshaw Hall)' – the Staff Restaurant is better known as the 'Coach House' and is referred to as such in this document. There is another building which is also known as the Coach House, which is not listed, approximately 50m to the north west of these buildings.**

6. DESIGN AND DEVELOPMENT PRINCIPLES

KEY PRINCIPLE 9: VISUAL AMENITY

Built development on the site should ensure that it does not adversely impact on key views, viewpoints and visual receptors such as surrounding residential areas, key routes and longer distance views to Alderley Edge.

An assessment of the key views into and out of the site has been undertaken by consultants DEP. The site is well screened within its mature landscape setting, with limited views available from public vantage points. There are limited views into the site from existing residential properties, the local highway network and the local Public Rights of Way network. Existing trees around the site boundaries which filter views should be retained, strengthened where possible and managed to provide screening. Further planting of trees should be considered to provide additional screening and to mitigate any adverse effects on visual receptors.

Existing trees around the site boundaries which filter views should be retained, strengthened where possible and managed to provide screening. Further planting of trees should be considered to provide additional screening and to mitigate any adverse effects on visual receptors.

Where it is required, future planning applications for the site should be accompanied by a Landscape and Visual Impact Assessment to ensure that key views and visual receptors are assessed.

KEY PRINCIPLE 10: SPORTS FACILITIES AND RECREATION

Any development should ensure that 1ha of land is set aside for the development of new playing fields or alternative recreation provision on land to the east of the existing Royal London campus. The site should also provide an appropriate level of children's play space to support new residential development.

The indicative masterplan shows a potential area of the site that could accommodate playing fields or other recreational uses associated with Wilmslow High School as required by CELPS Policy LPS54. New playing fields or recreational uses should be sensitively integrated into the overall development to respect any surrounding and new uses. The siting and location of these recreational uses should remain flexible and should be agreed in collaboration with key stakeholders; including CEC, RLAM and Wilmslow High School.

Joint usage of the new playing fields / recreation provision between the Wilmslow High School, wider community and future occupiers of the Royal London site should be explored as part of any planning application proposals.

Landscape Analysis Plan

KEY PRINCIPLE 11: OTHER ENVIRONMENTAL CONSIDERATIONS

The development of the site should ensure that any additional environmental considerations are considered, assessed and where necessary mitigation is implemented prior to any development of the site. This includes flood risk and drainage, noise, air quality and ground conditions.

Flood Risk and Drainage

There are a number of water courses within and adjacent to the site. These comprise:

- Whitehall Brook (classified as a main river) which is located to the south of the site.
- the unnamed ordinary water course located along on the northern boundary of the land to the east of Alderley Road - this is referred to as "Fulshaw Estate watercourse" by RLG.
- an unnamed culverted water course that runs through the Royal London campus from the Fulshaw Estate watercourse and outflows to Whitehall Brook.

The Environment Agency flood mapping data identifies that part of the site is located within Flood Zone 2 and 3 associated with Whitehall Brook whilst remainder is within Flood Zone 1 (Low Probability). Maps provided by EA indicates that parts of the site are at risk of flooding from surface water runoff associated with Whitehall Brook and Fulshaw Estate watercourse. The site location is within the Strategic Flood Risk Assessment for Cheshire East. Maps within the SFRA indicate that the existing site is mostly within Flood Zone 1 but does have areas of Flood Zone 2 & 3 (Low, Medium & High Probability) associated with Whitehall Brook.

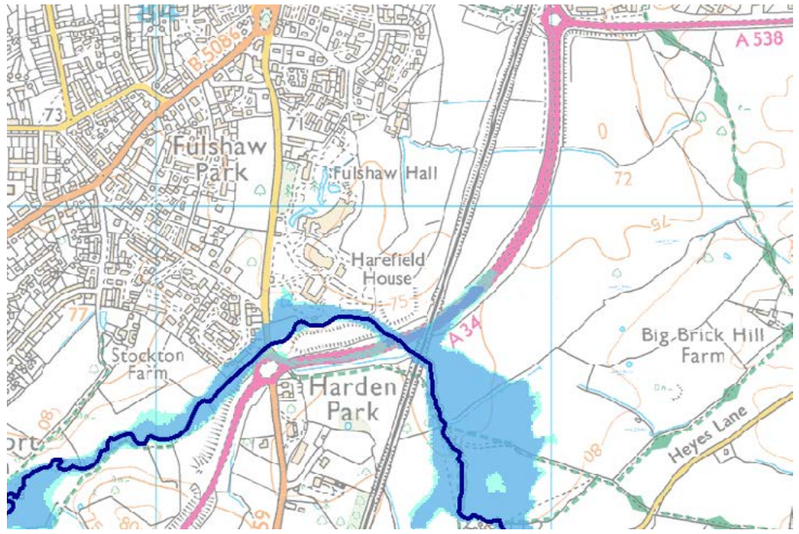
A Flood Risk and drainage exercise has been undertaken by consultants Shepherd Gilmour to assess the existing flood risk status and current drainage regime at the site and inform the masterplan proposals.

Shepherd Gilmour's work has assessed historical flooding in the area, and any potential flood risk to the masterplan development areas from all sources of flood risk including fluvial, pluvial, groundwater, sewers and artificial sources such as canals and reservoirs. The work has been informed by detailed hydrological modelling of Whitehall Brook.

There are areas of flooding within the site associated with Whitehall Brook and Fulshaw Estate watercourse. In addition, the Fulshaw Estate watercourse currently passes through a culvert and outfalls at the ornamental water attenuation feature adjacent to the existing Royal London House. The watercourse then continues through a culvert and outfalls at Whitehall Brook. There is historical evidence that Royal London House canteen has flooded at times of flood event/when the culvert has become blocked.

The illustrative masterplan proposals have been developed taking into account the flooding information. Further detailed flood modelling and detailed Flood Risk Assessment will be undertaken at the planning application stage once detailed proposals are available to ensure flooding off-site is not increased due to the development proposals. A number of engineering and design options would also be delivered such as raising floor levels and re-profiling levels across the site and the use of Sustainable Urban Drainage techniques (where appropriate).

Local flood risk constraints have been identifiedand appropriate mitigation should be incorporated to protect neighbouring properties and the development proposals, significantly improving and managing the flood risk status of the site.



Environment Agency Flood Map for Planning

Noise

A noise impact assessment has been carried out by WSP Parsons Brinckerhoff. Noise measurements were taken at multiple locations within the site. The assessment entailed the setting up of recording apparatus at locations around the site for 24 hour periods to continually record noise levels. The recorded noise levels were then used to create a model to generate daytime and night-time noise contours across the site and surrounding area.

The site noise environment is dominated by trains passing on the West Coast Mainline that borders the eastern area of the site, road traffic from Alderley Road and road traffic from the Wilmslow Bypass.

The results of the sound modelling identified that the site is acceptable for development. In areas where any source of noise may occur, such as residential development within close proximity to the West Coast Mainline on the eastern boundary, mitigation may be required. Mitigation measures such as appropriate window glazing and acoustic fence would be designed into proposals for residential uses on areas of the site close to noise sources.

Geology and Ground Conditions

A Phase I Geo-Environmental Site Assessment has been undertaken by E3P. The BGS geological maps indicate that the site is underlain by Wilmslow Sandstone Formation bedrock with a varying drift geology between areas of Alluvium and other areas of Glacial Till.

There are two landfills present within the site's boundary, these are the Whitehall Farm and Alderley Road landfills to the eastern section of the site. These landfills accepted inert waste only. There are further two landfills in the immediate vicinity of the site, this is Wilmslow County High School site to the north and Brick Hill Farm Landfill Site to the east.

There is not considered to be any significant sources of contamination present on site. In the areas of landfill in the east, records indicate that the deposited material comprised inert wastes likely derived from excavations associated with the A34 construction. Due to site characteristics and the high likelihood that the landfills comprise of only inert materials, ground gases (including radon) are not envisaged to pose any risk to the development site.

It is not considered that the ground conditions on site will have any significant impact on the proposed growth aspirations for the site. However, as parts of the site are developed, further ground investigations would be required to fully understand any potential constraints in relation to contamination and ground conditions.

Air Quality

A review of DEFRA's Air Quality Management Areas (AQMAs) interactive map show that the site is not located within or close to the vicinity of an AQMA. It is not considered that there are any air quality constraints preventing the development of the site.

7. THE ILLUSTRATIVE MASTERPLAN

This section seeks to articulate the key opportunities and design considerations that have informed the development of an illustrative masterplan. Within this section we present the design rationale and response to the key design and development principles identified in Section 6. The response to the key design and development principles is underpinned by a robust suite of technical assessments that have identified the site constraints and opportunities.

KEY OPPORTUNITIES

The existing Royal London site presents an opportunity to create a new, modern, vibrant ***'living campus'*** within a mature, high quality landscape setting including buildings of historical interest; all of which will combine to create a genuinely interesting and dynamic business led environment where people will be able to live, work and relax. This quality of place will create a thriving business location with a distinct identity within the Borough; making it attractive and accessible to occupiers, residents and the local community.

Following a robust appraisal of the adaptability of Royal London House, Alderley House and Harefield House to accommodate a variety of uses, it has been concluded that they are inefficient and unviable for alternative uses and present potential redevelopment opportunities within the context of the living campus vision for the site.

A plan which illustrates the principal use zones for the site is illustrated across.

KEY DESIGN CONSIDERATIONS

The two primary design considerations that the illustrative masterplan has considered are:

1. The creation of a unique sense of place at the Royal London site; and
2. The integration of the mix of potential uses and development plots into a coherent site strategy, building upon the key strengths and character areas of the site.

The overall concept of the illustrative masterplan is to create a new focal point of the living campus within the mixed use "heart" of the site. At the centre of the mixed use heart is a redeveloped Royal London House, which links the site to the new consented office development to the east, the redevelopment opportunity at Alderley House to the south and the mixed use heritage area around Fulshaw Hall and the Coach House to the north. The illustrative masterplan has been developed as a series of development plots around the mixed use heart which are connected via new pedestrian and cycle linkages, thereby reinforcing the existing landscape infrastructure of the site. These linkages are further enhanced by new connections to the Wilmslow Town Centre, Wilmslow Railway Station and destinations such as Alderley Edge to the south of the site.

Illustrative Masterplan - Principal Use Zones

Illustrative Masterplan Response

ILLUSTRATIVE MASTERPLAN RESPONSE

The design considerations have been reviewed against the Key Development Principles through the development of an illustrative masterplan. The following section provides a potential design response to the Key Development Principles and presents an illustrative masterplan that shows one possible form of development for the Royal London site. The illustrative masterplan demonstrates a possible broad spatial distribution of uses, and has been developed to demonstrate that an appropriate mix of uses can be achieved and to promote the concept of a 'living campus'.

Land Uses to Support a 'Living Campus'
The range of land uses proposed within the illustrative masterplan for the Royal London site is intended to deliver the type of development that sustains the living campus principally as a thriving business environment, with a mix of complementary uses and amenities where people can work, both formally and informally, as well as relax and live. The potential distribution of land uses is as follows:

High Quality B1 Office Floorspace
The core component of the illustrative masterplan as a dynamic new business environment will be the office accommodation consented in 2016. This provided outline planning permission for up to 17,000m^2 of floorspace on the land to the east of the existing campus. Delivery of this office will form the initial phase of up to 24,000m^2 of B1 floorspace identified in the CELPS under Policy LPS54, with a Reserved Matters application which has applied for the full detail of the office consent being submitted in July 2017. The illustrative masterplan provides for a later phase of office development to be delivered outside the area for which outline planning consent has been granted. This envisages up to 7,000m^2 of additional B1 floorspace, which would be in line with the overall CELPS allocation. There would be further opportunities for provision of new B1 office floorspace, subject to demand and a sustainable development programme. The illustrative masterplan shows B1 floorspace in the location of Alderley House. If there is demand for B1 use across this range of assets, then in broad terms there would be an approximate 75% increase in the provision of B1 office accommodation in comparison with the current provision. The proposed mixed use designation of not only the current Royal London House but also the heritage buildings is intended to be able to respond flexibly to market demand, which would include provision B1 business use

7. THE ILLUSTRATIVE MASTERPLAN

Residential Development
There are a number of potential residential development plots identified within the illustrative masterplan, which provide the opportunity to deliver the type and quality of homes that will best meet the needs of Wilmslow and the Borough. These plots include:

- Land to the west of Alderley Road;
- Land the north of the consented B1 office development and to the north east of the existing Royal London campus; and
- The existing Royal London House, the current site of which has the potential for development for residential and/or retirement living/care uses in combination with complementary commercial and/or office uses.

The development of new homes as part of the campus would seek to ensure that a mix of market and affordable housing is brought forward in line with the CELPS affordable housing policy (Policy SC5), as set out in Section 5 of this Development Framework.

Hotel
As the illustrative masterplan has developed it has become apparent that there exists the opportunity to introduce a new hotel element to the living campus, in line with the provisions of Policy LPS54 of the CELPS. A possible location for a new hotel use is on the site of existing decked car park, which has excellent accessibility to Alderley Road and the strategic road network, and could deliver a new high quality hotel offer to Wilmslow and the Borough

Complementary Uses
The redevelopment of Royal London House offers the opportunity to introduce ancillary commercial uses such as a small scale convenience retail, restaurant uses and complementary food and drink/coffee uses that would add vibrancy and vitality to the living campus. There is an opportunity to deliver these complementary uses at the heart of the mixed use and mixed use heritage areas of the living campus, which could benefit future occupiers and residents of the site, as well as the local community.

Ancillary community facilities such as a gym or crèche could also be explored to support the living campus, with opportunities to explore these uses at Fulshaw Hall or a redeveloped Harefield House.

Recreational Uses
Within the illustrative masterplan, the connection of public open spaces has been a key design driver in linking the core elements of the living campus; through the creation of new pedestrian and cycle connections linking each of the principal open spaces identified within the masterplan. In addition, the illustrative masterplan shows the possible location of 1 hectare of land for playing fields or other recreational uses to the north of the site, for use by Wilmslow High School and the future occupiers of the site. The siting of these uses may be subject to change and would be agreed in collaboration with key stakeholders; including CEC, RLAM and Wilmslow High School.

The illustrative masterplan also seeks to integrate the potential for leisure and amenity uses that support the living campus, including active indoor and outdoor uses such as a gymnasium and outdoor leisure amenity such as jogging trails, fitness tracks, allotments and events space

High Quality Landscape Setting
The illustrative masterplan has been prepared following the detailed landscape assessment of the existing site which considered the key views and visual receptors around the site. Following this assessment, the key landscape character areas were identified as the heritage area, business use areas and open fields to the north and east of the site, and to the west of Alderley Road

Following the completion of the landscape assessment, a number of key landscape strategies have been implemented in the design of the illustrative masterplan, which seek to retain and where possible enhance the high quality landscape setting of the site. These strategies include:

- Retention and reinforcement of the existing green corridor along Alderley Road.
- Creation of a landscape buffer to existing residential properties to the west and north of the site.
- Creation of a new area of public open space on the southern extent of the land to the west of Alderley Road.
- Creation of a series of landscape enhancement areas within the heart of the living campus.
- Preservation of the landscape and heritage setting of Fulshaw Hall and Coach House at the heart of the scheme.
- Protection of the landscape frontage onto Alderley Road, adjacent to Alderley House.
- Retention of managed woodlands to the east of Alderley Road on the approach to the A34 roundabout.
- Retention of the existing landscape infrastructure across the site including TPO and high quality trees, where possible.

Enhanced Green Infrastructure, Amenity and Open Space
The illustrative masterplan has been developed to enhance the existing green infrastructure across the site as identified in the series of landscape strategies above. The green infrastructure proposals have been informed by the detailed landscape, arboriculture and ecology surveys.

There are a number of new open spaces which are connected and provide permeability across the living campus through the creation of new pedestrian and cycle routes. These routes offer the opportunity to link into wider connections to the north of the site, including to the Town Centre, the Railway Station and the Bollin Valley Way, and the south of the site to Alderley Edge and beyond. Possible pedestrian and cycle connections supported by the Illustrative Masterplan offer the potential to link into surrounding strategic footpath networks to the north at Holly Road North (footpath FP63) and to the south of the A34 towards Alderley Edge via Alderley Road (footpath's FP46 and FP47); which provide connectivity to wider strategic footpath network and recreational routes.

The illustrative masterplan has considered a number of uses that will create amenity for users of the living campus. These could include outdoor fitness trails, outdoor gym equipment, event space and places where people can meet and connect. Examples of the types of amenity uses that could be delivered as part of the living campus are illustrated on the following pages.

Ecology and Biodiversity Assets
Following the completion of the detailed ecological surveys described in Section 6, the illustrative masterplan has been developed to incorporate a number of possible strategies associated with protecting, managing and enhancing the key ecological features on the site. These include the following:

- An ecological mitigation area, which was agreed as part of the outline planning consent for the new B1 office building, running along the eastern boundary of the site at the edge of the railway embankment; connecting the habitat of the ponds to the brook along the northern boundary.
- The provision of two new ponds to the north of the site, if an existing pond is lost as a consequence of the construction of the new access road that runs north / south through the site.
- The provision of a landscape buffer between the consented B1 office building and residential development to the north of the site.
- A landscape buffer to the north of Fulshaw Hall and the Coach House.
- The introduction of a landscape buffer to the existing residential properties to the west of Alderley Road and also to the north of the site to the east of Alderley Road.
- The retention of the ponds and watercourses that run through the heart of the site to the Whitehall Brook.

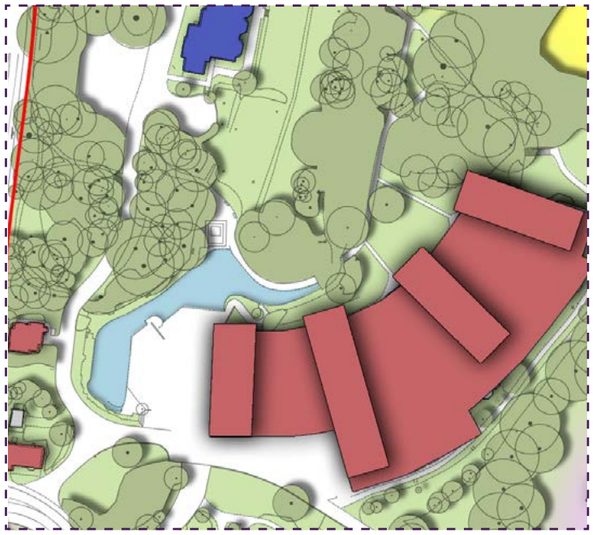
The plan to the right and the images presented on the following two pages illustrate how different parts of the Royal London site could integrate a variety of external amenity uses that would support the living campus concept. Improved external amenity that is interwoven into future uses across the site will:

- Encourage people to relax, meet and connect at the heart of the living campus by introducing a series of public meeting places, events space and formal and informal recreation;
- Provide amenities across the site which encourage activity and wellbeing, utilising the landscape strengths of the site, such as outdoor fitness trails, outdoor gym equipment and play space;
- Support the retention of important landscape assets and protect and enhance important ecological and biodiversity corridors; and
- Enhance the green infrastructure across the site to improve accessibility and connect future open space and amenity uses.

Illustrative Masterplan - External Amenity

7. THE ILLUSTRATIVE MASTERPLAN

VIEW 1



Amenity within the mixed use heart zone is envisaged as one that not only provides functional aspects which support office workers and local residents but one that enables 'pop-up' events and a destination to connect set against the backdrop of the existing mature landscape setting.

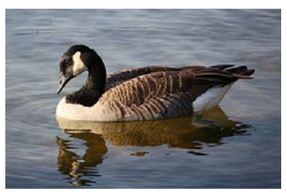
CASCADE / AMPHITHEATRE

FORMAL GARDENS / ALFRESCO DINING

MEET & CONNECT

POP UP EVENT SPACE

ECOLOGICAL CORRIDOR



PRIVATE GARDENS / ALLOTMENTS

VIEW 2

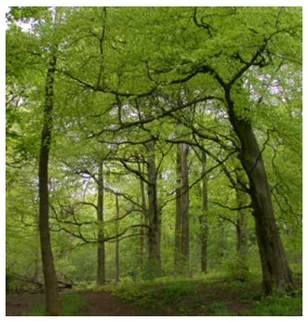
Complementary amenity space linked by the existing pedestrian crossing point enable a subtle connection between land to the east and land to west of Alderley Road.

The potential for a welcome lawn upon entry, to land east, helps contrast against the denser managed woodland to the south

FORMAL / INFORMAL RECREATION SPACE

WELCOME LAWN

MANAGED WOODLAND



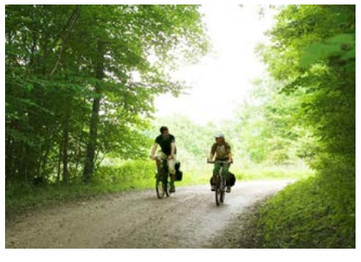
FITNESS TRAIL

VIEW 3

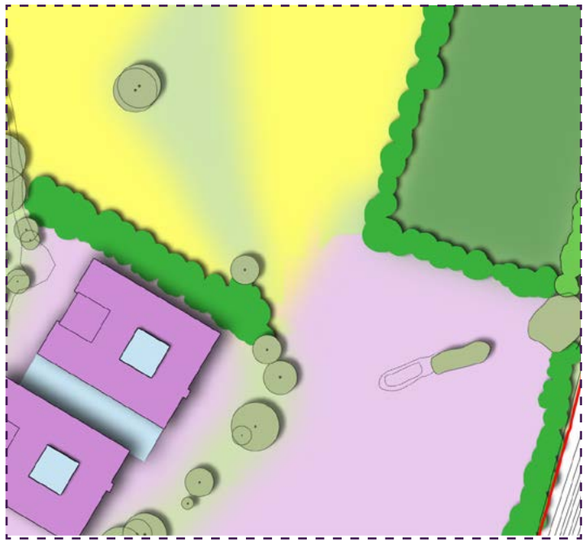
Opportunities exist to allow green connecting routes for pedestrians and cyclists from both within the site area and into the context beyond. These routes are, where possible, to be sensitively integrated within the existing landscape potentially interspersed by more open spaces creating interest and diversity along the route.

PLAY SPACE

CONNECTING ROUTES



VIEW 4



Strengthening existing green infrastructure and enhancing site ecology is a important holistic design principal with wider connecting routes offering the chance to create new ecological corridors.

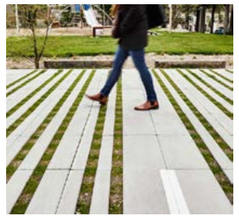
Site uses, such as residential, offer the opportunity for village / community greens to be developed sited around existing landscape features.

Seperately, amenity for B1 office provision, such as informal seating / social areas, can act as a transitional element between buildings and the natural landscape.

ECOLOGICAL CORRIDOR

'VILLAGE GREEN'

OFFICE CARPARKING



EXTERNAL STAFF BBQ AREA

Illustrative Masterplan - Precedent Images

7. THE ILLUSTRATIVE MASTERPLAN

is new access for construction traffic and access to new office uses as the proposed development of the outline planning consent comes forward. This access would also serve future residential phases of the development on the land to the north east the existing campus; and provide the opportunity to provide bus access into the site.

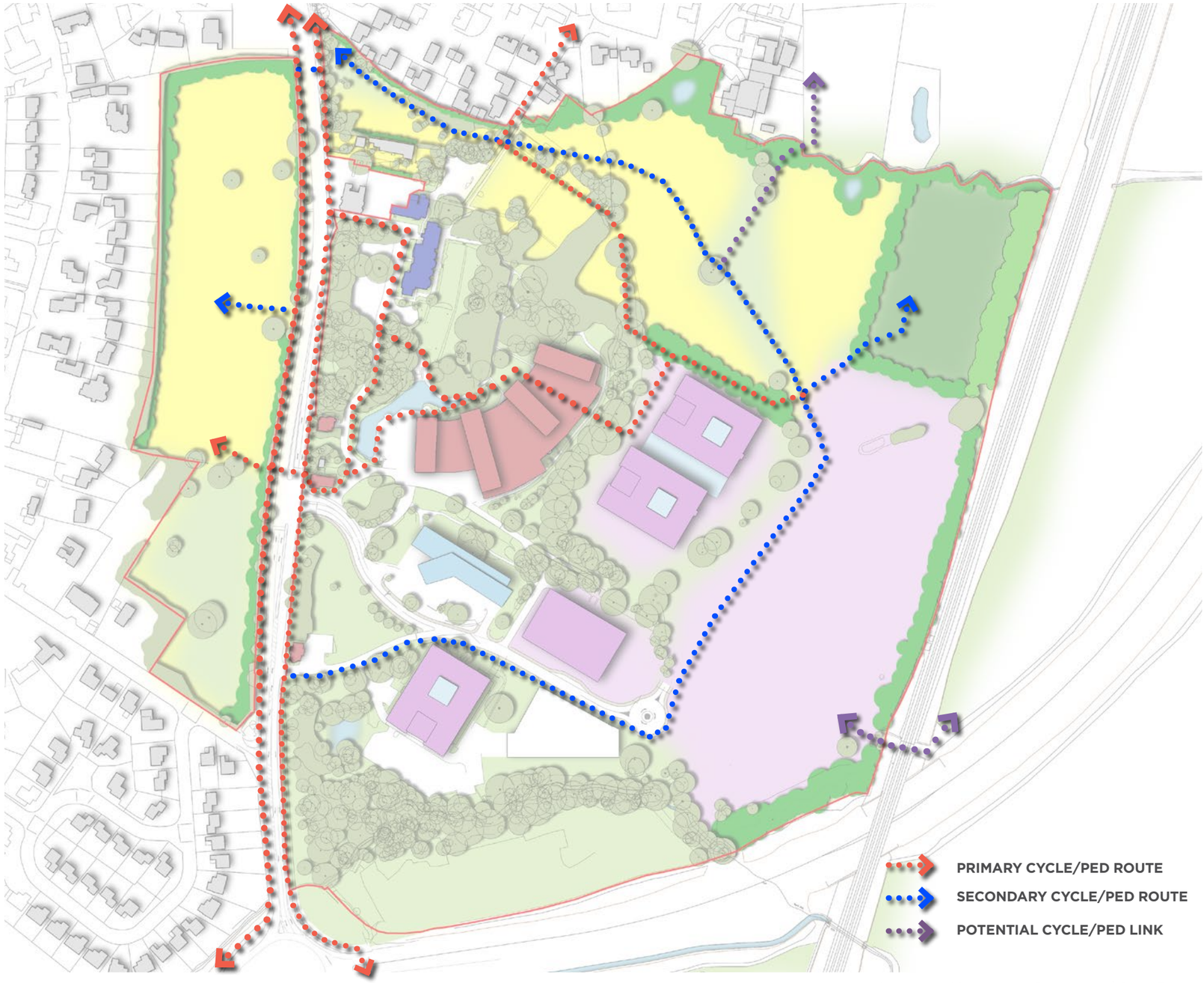
Connectivity and Sustainability
The illustrative masterplan is underpinned by a comprehensive movement strategy that ensures that the site is accessible by a variety of sustainable modes of transport including public bus, walking and cycling. The masterplan proposes a development that is accessible and will encourage access via sustainable modes of transport. It considers a number of initiatives to improve the connectivity and accessibility of the site including:

- The provision of a new bus route through the site to provide direct access between the site and Wilmslow Town Centre and the railway station.
- Improved pedestrian and cycle links between the living campus, and Wilmslow Town Centre, the Wilmslow Railway Station and the employment land allocation to the immediate east of the West Coast Mainline, as well as and the wider area.
- Enhanced internal connectivity through the 'living heart' of the campus to ensure that land uses are connected and integrated into existing green links.

Preserving Heritage Assets
The illustrative masterplan has evolved to position Fulshaw Hall and the Coach House as the centre piece of at heart of thea key part of the heritage mixed use area of the living campus, being the most significant heritage buildings within the immediate context of the masterplan. The existing landscape setting of Fulshaw Hall and the Coach House has been considered in detail and is of an enclosed character, being well shielded from views into the site by the existing mature landscaping to all sides. The masterplan preserves this setting and also seeks to enhance it through the new public realm that will be introduced at the heart of the living campus once Royal London House is redeveloped. This open space will be central to the masterplan, taking character and identity from the listed building.

Design and Character
The entire illustrative masterplan is founded on creating high quality design proposals which deliver development that retains and enhances the landscape setting and character of the site, which is of vital importance to the successful creation of a genuinely unique sense of place for the living campus. The relationship between residential and employment uses is of paramount importance across the site, with the masterplan proposing significant landscape buffers between neighbouring residential development and the site, and also between these two uses within the site boundary.

Illustrative Masterplan - Vehicle Routes



Illustrative Masterplan - Pedestrian / Cycle Routes

The site is located on the main approach into Wilmslow from the south and, as such, is clearly a significant gateway to the town. The masterplan has ensured that the landscape frontage along Alderley Road is enhanced on the land to the west of Alderley Road and that any new development of the existing campus is located away from Alderley Road, maintaining the open high quality landscape feel of the approach to the site.

Visual Amenity
As part of the consented outline planning application, the visual impact of the B1 office development was considered in detail from all the key views, viewpoints and visual receptors around the site including the longer distance views from Alderley Edge, and the impact was found to be acceptable.

The illustrative masterplan for the remainder of the site seeks to introduce development into landscape character areas that are generally considered to be enclosed in their character and of a scale that would not exceed the height of the mature trees, which will result in a sensitive development of the site.

Sports Facilities and Recreation
The masterplan provides 1 hectare of land to be set aside for playing fields and other recreational uses for use by Wilmslow High School and future occupiers of the site. There is an opportunity as part of the masterplan and reserved matters application to consider the joint use between Wilmslow High School and the future occupier of the Royal London site.

8. DELIVERY AND PHASING

The illustrative masterplan shows one possible form of development for the site that is deliverable, viable and achievable. It has been provided to demonstrate that an appropriate mix of uses can be achieved and to promote the concept of a living campus that would create an exceptional quality of place and an exciting, vibrant new area for Wilmslow. For this to be delivered it must be commercially attractive and subsequent planning applications need to be underpinned by careful consideration of the site's opportunities and constraints. The masterplan development will be phased with initial priority given to the implementation of the existing outline planning consent for office development, which will deliver the quality and scale of accommodation required by major commercial occupiers and has the potential to provide a fully deliverable option for the relocation of RLG's staff within Wilmslow

A DELIVERABLE CAMPUS

It is important that the masterplan vision provides a deliverable option that can realise the objectives of CELPS Policy LPS54. Development constraints have been considered in the preparation of the Development Framework and illustrative masterplan and commercial factors (in terms of viability and likely market demand) have also been considered. A major scheme such as is shown on the illustrative masterplan will inevitably be delivered over a number of years in line with market forces.

The successful and sustainable delivery of proposals will be complex and need to consider:

- The need to safeguard mature landscape and heritage assets;
- The scale of proposed B1 office development; and
- The scale, type and mix of complementary mixed uses that is required.

As a consequence of this complexity, it may be necessary in the early delivery phases to accommodate short term, temporary uses on land which is identified for other, longer term uses. Phasing proposals will need to take this into account when considering practical development issues such as appropriate access and routing for construction traffic (initially for the 2016 consented office development) as well as potentially the provision of temporary car parking, to ensure adequate on site spaces are retained for occupiers if existing areas of car parking are lost due to new development taking place.

The overall development will most likely be brought forward in a series of phases (and applications), both residential and commercial. Whilst land to the west of Alderley Road is capable of being realised as a separate phase given that it is a distinct land parcel, it may be appropriate to consider the provision of affordable housing across the site as a whole.

9. SUMMARY AND NEXT STEPS

This Development Framework forms a platform to deliver the vision for a 'living campus'. This vision envisages a vibrant, high quality, thriving business location supported by an integrated mix of uses mixed use development in an exceptional landscape setting, where people can live, work and relax. It will integrate the requirements of modern office occupiers with a distinctive place offering quality housing, leisure and recreation opportunities and commercial facilities all in a well-managed environment with plentiful green spaces, where people can live and spend their leisure time. This will be achieved by providing excellent access to a range of amenities both within the site and in nearby Wilmslow town centre, to which the site will be better connected with enhanced transport linkages

To support the vision, the Royal London site will need to provide the type, scale and range of uses that will support the development of a dynamic living campus. In summary, this Development Framework and illustrative masterplan will enable the delivery of:

1. New high quality office space that will support the growth of the knowledge economy, provide accommodation of a type and quality that will attract and retain major investment to Wilmslow, and support the vision to create a dynamic and modern business location.
2. High quality housing and other forms of residential development that will underpin the live/work aspirations of a living campus and provide the type and quality of homes to meet the needs of Wilmslow and the Borough.
3. A wide range of amenities including a hotel and restaurant to support future occupiers of the living campus and provide attractive facilities for the local community.
4. Plentiful green infrastructure and biodiversity links within an established high quality, landscape setting.
5. Long term effective use of Listed Buildings including Fulshaw Hall and the Coach House.
6. Access to high quality open spaces and new recreation provision.
7. A high level of connectivity and accessibility, including improved bus services and enhanced pedestrian/cycle links to Wilmslow Town Centre, Wilmslow Station and the wider area.

PROCESS

The Development Framework

The Royal London Development Framework was considered by the Council's Portfolio Holder for Housing and Planning at a meeting on 19th June 2017, where a decision was made to approve the document for 6 week period of public consultation which ran from Friday 23rd June to Friday 4th August.

The purpose of this consultation was to seek the views of the local community and other key stakeholders on the guidance contained in the Development Framework. The comments received have been fully considered by the Council and necessary revisions in light of these comments have been made to the Development Framework. A Consultation Report which accompanies the Development Framework provides a summary of the consultation undertaken, a review of the comments submitted and the Council's response to each area of feedback received. A revised document was brought before the Council's Cabinet for final approval and endorsement in October 2017. The document is now a material consideration in the determination of any future planning applications made at the Royal London site.

Both RLAM and CEC are committed to working in full collaboration with key stakeholders and the local community as future detailed proposals for the Royal London site are brought forward.

Timeline

1 The Development Framework and Masterplan is put out to Public Consultation for 6 weeks.
↓

2 All comments received are considered by the Council.
↓

3 The Development Framework and Masterplan is reviewed and revised where necessary based on the comments received.
↓

4 A Final Development Framework and Masterplan put before the Council's Cabinet for final approval.
↓

5 The endorsed Development Framework and Masterplan are a material consideration in future planning applications

Planning Applications and Future Consultation

The future development of the site will be subject to planning applications as and when elements of the site come forward. The Council operates a pre-application advisory service which all applicants are encouraged to utilise, particularly for major developments. This will confirm the information requirements in terms of supporting information, studies and technical assessments, as well as the scope of any Environmental Impact Assessment (EIA). The Council will expect applicants to demonstrate effective engagement with the local community including the Town Councils and other key stakeholders both statutory and non-statutory bodies as appropriate. Details of steps taken to consult and the influence on the submitted scheme would form part of any planning application and included as a Statement of Community Involvement. A list of potential planning application requirements is provided at Appendix B. The precise list should be agreed with the Council in relation to a particular development proposal.

APPENDIX A : POLICY LPS54

ADOPTED CELPS: JULY 2017

Site LPS 54: Royal London including land to the west of Alderley Road, Wilmslow

15.629 The Royal London site presents an opportunity to deliver a high quality, sustainable, mixed use development to contribute to the identified housing needs of the town of Wilmslow, as well as contributing to the provision of the borough's knowledge-based industry and open space provision.

15.630 This site is located to the south west of Wilmslow town centre and is split into two parts across Alderley Road. The east section of the site is bordered by the West Coast Main Line and A34 Wilmslow Bypass to the east and south of the site, with residential development and playing fields to the north. The section west of Alderley Road is currently agricultural land bounded by housing to the north, west, and south; and by the existing Royal London Campus (across Alderley Road) to the east.

15.631 The site includes the existing Royal London campus, which is to be retained. With the exception of one or two hedgerows, the non-developed area of the site is open in nature, with numerous trees dotted along the site boundary, and a small area of wooded cover to the south west of the site. There are also ponds and a brook within the site that has resulted in a small area of the far southern end of the site being in flood zone 3.

15.632 Allocation of this site involved an adjustment to the Green Belt boundary.

Site LPS 54

Royal London including land west of Alderley Road, Wilmslow

The development of the Royal London site over the Local Plan Strategy period will be achieved through:

1. The retention of the existing Royal London Campus unless buildings become surplus to the requirements of existing occupiers, in which case the council will consider their suitability for reuse or redevelopment for a range of alternative uses;
2. The delivery of around 175 dwellings (around 80 on land to the east of the existing campus, around 20 to the north of the existing campus[92] and around 75 on land west of Alderley Road);
3. The provision of 5 ha of employment land for up to around 24,000 square metres of B1 employment space and a hotel;
4. Incorporation of green infrastructure and the provision of public open space at the southern end of the land west of Alderley Road;
5. Retention and extension of the existing Wilmslow High School playing fields for educational use in the area marked as protected open space on the map. This may include additional buildings for education use provided they do not harm the integrity of the open space overall;
6. Provision of at least 1 ha of land set aside for use as school playing fields within the land to the east of the existing campus, in addition to the areas marked as protected open space on the map, and an appropriate level of amenity open space and children's play space; and
7. Pedestrian and cycle links and associated infrastructure.

Site Specific Principles of Development

a. Phased delivery on land to the east of the existing campus so that a serviced site for B1 employment uses is delivered in conjunction with the residential development.
b. High quality design and appropriate landscaping / green infrastructure should be provided within the site in order to preserve the character of the area and ensure an acceptable relationship between residential and employment uses. The design must respect the site's location as a key entrance into Wilmslow.
c. Provision of areas of open space within the scheme, including:
   i. A new public realm between existing and proposed employment uses, which will assist with the integration and provide an attractive setting for new development;
   ii. Land for additional playing fields accessible from Wilmslow High School; and
   iii. A new public open space at the southern end of land west of Alderley Road.
d. Retention and enhancement of features within the site that are of amenity value, where feasible, specifically the mature wooded area to the west of the site, the brook, the ponds that are present, and the tree and hedge lined frontages to Alderley Road.
e. Improved connectivity and access into the site to the wider local area (including Wilmslow Railway Station), through the provision of appropriate linkages.
f. Provision of contributions to education and health infrastructure.
g. Provision of affordable housing in line with the policy requirements set out in Policy SC 5 'Affordable Homes'.
h. Respect for the setting of listed buildings on site including Fulshaw Hall.
i. A detailed site-specific flood risk assessment should be prepared.
j. A minimum of a Phase 1 Preliminary Risk Assessment for contaminated land should be carried out to demonstrate that the site is, or could be made, suitable for use should it be found to be contaminated. Further work, including a site investigation, may be required at a pre-planning stage, depending on the nature of the site.
k. Retention of the existing Royal London Campus landscape setting.

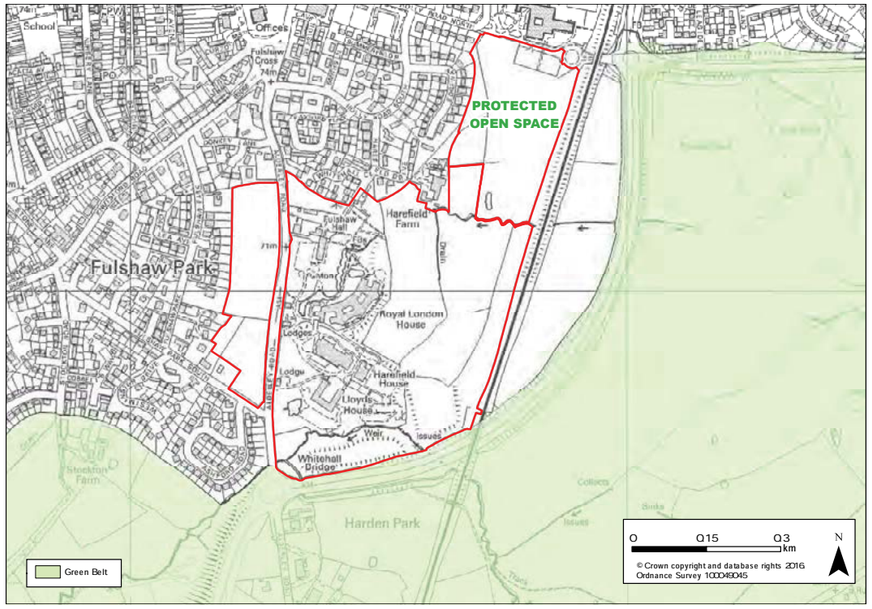


Figure 15.66 Royal London, including land west of Alderley Road Site

92 Land within the site boundary but outside of the existing Royal London campus at The Coach House and Harefield Farm.

Justification

15.633 This site presents an ideal opportunity for an infill development which, with a mixed use scheme, will facilitate the growth and expansion of a major employment site, provide jobs and meet Wilmslow's much needed requirements for open space provision, whilst retaining the character of the area.

15.634 The Royal London site currently performs an essential role in providing employment in a key growth sector and this site is vital in providing future employment opportunities in Wilmslow. The council has received a planning application submitted by Royal London (reference 16/2314M) for a major new office building on the land to the east of the current campus. This could result in existing buildings within the existing campus becoming available for reoccupation or redevelopment, providing scope for extension of the mixed use approach across this part of the allocation. Development of the land east of the existing campus site should be phased so that employment uses can be brought forward alongside the residential development. Housing will therefore act as an 'enabler' to ensure that employment development takes place.

15.635 A cohesive approach must be taken when considering the layout of the site, good connectivity between existing and new developments and open space provision will be essential in ensuring a well designed and sustainable site. A new public realm between existing and proposed employment uses will be required.

15.636 High quality design will also be very important. New development will be expected to preserve or enhance the setting of designated heritage assets located within the site, as well as the character of the surrounding area including the visual character of the entrance into Wilmslow from the south along Alderley Road. Proposals on the land west of Alderley Road should also have regard to the adopted Supplementary Planning Guidance Note (2004) 'Development in Established Residential Areas: Fulshaw Park'.

15.637 New residential development should be situated to the north of the site to protect the amenities of residential properties with the existing and proposed employment uses.

15.638 By virtue of its location and leafy character it is considered that this site offers an ideal setting for a hotel along Alderley Road frontage. The hotel will not only generate additional employment opportunities but will offer a supporting facility for businesses.

15.639 A full comprehensive landscaping scheme will be fundamental in ensuring the proposed development is in keeping with the character of the area and should secure a sensitive green buffer between proposed residential and employment zones.

15.640 There is significant tree coverage, particularly to the west of this site, therefore existing mature trees and hedging will be expected to be maintained where possible, or replaced with mitigation.

15.641 New development will also be expected to respect any existing ecological constraints on site and, where necessary, provide appropriate mitigation.

15.642 The eastern section of this site is already served by two existing access points off Alderley Road. In order to accommodate the new development existing access points will need to be enhanced, where appropriate, and/or seek to introduce a new access point. A new access point off Alderley Road will be required for the western section. Individual dwellings should not have their own direct accesses to Alderley Road.

15.643 Integration within the surrounding community, town centre and railway station will be important in ensuring the sustainability of this development, therefore contributions to enhancements or the provision of new linkages will be encouraged.

15.644 The council's Green Space Strategy has identified that there is a specific need for open space within South West Wilmslow. The inclusion of a new area of public open space as part of the residential development of land west of Alderley Road will provide a facility for existing and future residents, which will protect an area of the land from development and retain a feature that offers a high contribution to the character of this particular area.

15.645 Any replacement and/or new sports provision should be in accordance with an adopted up to date and robust Playing Pitch Strategy and Indoor Sports Strategy and with Policy SC 2 'Indoor and Outdoor Sports Facilities'.

15.646 The site has potential for contamination to be present therefore at least a Phase 1 Preliminary Risk Assessment for contaminated land needs to be carried out to ensure that any contamination that is present is subject to appropriate remediation.

Indicative Site Delivery

- It is expected that employment land allocations in mixed use schemes will be phased in tandem with the housing allocations. Where appropriate, the phased release of employment land will be secured through S106 agreements/obligations.

Policy Context	
National Policy	NPPF (principally paragraphs): 20, 21, 30, 32, 37, 47, 49, 50, 56, 60, 64, 73, 75, 85, 95, 99, 100, 103, 109, 117, 120
Local Evidence	Site Selection Report; Strategic Housing Land Availability Assessment; Green Belt Assessment Update; Cheshire East Housing Development Study; Employment Land Review; Alignment of Economic, Employment and Housing Strategies; Spatial Distribution Update Report; Wilmslow Town Strategy; Development Strategy; Cheshire East Greenspace Strategy; Cheshire East Strategic Flood Risk Assessment; Pre-Submission Core Strategy; Local Plan Strategy Submission Version; Sustainability Appraisal; Habitats Regulations Assessment.
Strategic Priorities	Priority 1: Promoting economic prosperity by creating conditions for business growth Priority 2: To create sustainable communities Priority 3: Environmental quality should be protected and enhanced Priority 4: To reduce the need to travel
SCS Priorities	Priority 1: Nurture strong communities Priority 2: Create conditions for business growth Priority 5: Ensure a sustainable future Priority 7: Drive out the causes of poor health

Table 15.54 Policy Context: Royal London including land west of Alderley Road Site

15.374 Integration within the surrounding community, ~~T~~town ~~C~~centre and ~~R~~railway ~~S~~station will be ~~integral to~~ important in ensuring the sustainability of this development, therefore contributions to enhancements or the provision of new linkages will be encouraged.

15.375 ~~The implications of releasing the London Royal Site from the Green Belt present an ideal opportunity to release the small segment of land located to west of Alderley Road from the Green Belt. Isolated from the Green Belt, this area of land will no longer serve the strategic purposes of including land within the Green Belt[101].~~

15.376 The Council's Green Space Strategy has identified that there is a specific need for open space within South West Wilmslow. The inclusion of a new area of public open space as part of the residential development of land west of Alderley Road ~~allocation of this site for Open Space purposes~~ will provide ~~an essential requirement~~ a facility for existing and future residents which will protect an area of the land from development and retain a feature that offers a high contribution to the character of this particular area.

15.376a Any replacement and/or new sports provision should be in accordance with an adopted up to date and robust Playing Pitch Strategy and Indoor Sports Strategy and with Policy SC 2 'Indoor and Outdoor Sports Facilities'.

15.376b The site has potential for contamination to be present therefore at least a Phase 1 Preliminary Risk Assessment for contaminated land needs to be carried out to ensure that any contamination that is present is subject to appropriate remediation.

Indicative Site Delivery

- ~~75 homes and employment development expected during the middle part of the plan period (2020-2025)~~
- It is expected that employment land allocations in mixed use schemes will be phased in tandem with the housing allocations. Where appropriate, the phased release of employment land will be secured through S106 agreements/obligations.

Policy Context	
National Policy	NPPF (principally paragraphs): 20, 21, 30, 32, 37, 47, 49, 50, 56, 60, 64, 73, 75, 85, 95, 99, 100, 103, 109, 117 & 120
Local Evidence	Site Selection Report, Strategic Housing Land Availability Assessment, Green Belt Assessment Update, Cheshire East Housing Development Study, ~~Strategic Housing Market Assessment,~~ Employment Land Review, Alignment of Economic, Employment and Housing Strategies, Spatial Distribution Update Report, Wilmslow Town Strategy, Development Strategy, Cheshire East Greenspace Strategy, Cheshire East Strategic Flood Risk Assessment, Pre-Submission Core Strategy, Local Plan Strategy Submission Version, Sustainability Appraisal, Habitats Regulations Assessment.
Strategic Priorities	Priority 1: Promoting economic prosperity by creating conditions for business growth Priority 2: To create sustainable communities Priority 3: Environmental quality should be protected and enhanced Priority 4: To reduce the need to travel
SCS Priorities	Priority 1. Nurture strong communities Priority 2. Create conditions for business growth Priority 5. Ensure a sustainable future Priority 7. Drive out the causes of poor health

Table 15.36 Policy Context: Royal London including land west of Alderley Road Site

~~101 as identified within Paragraph 80 of the NPPF~~

APPENDIX B

PLANNING DOCUMENTATION

THE FOLLOWING DOCUMENTS ARE LIKELY TO BE REQUIRED TO ACCOMPANY FUTURE PLANNING APPLICATIONS.

- PART 1 APPLICATION FORMS
- CERTIFICATE OF OWNERSHIP
- LOCATION PLAN, SCALE 1:2500, SITE EDGED RED, OTHER LAND IN SAME OWNERSHIP EDGED BLUE
- EXISTING AND PROPOSED SITE PLANS
- EXISTING AND PROPOSED FLOOR PLANS AND ELEVATIONS
- STREET SCENE PERSPECTIVES
- ENVIRONMENTAL STATEMENT*
- TREE SURVEY AND TREE REPORT
- LANDSCAPE AND VISUAL IMPACT ASSESSMENT
- LANDSCAPE MASTERPLAN
- LANDSCAPE DESIGN REPORT (TO INCLUDE A LANDSCAPE STRATEGY AND LANDSCAPE DESIGN PRINCIPLES FOR EACH DEVELOPMENT AREA AND OTHER SITE COMPARTMENTS - PARKLAND, WOODLANDS, ETC)
- ECOLOGICAL REPORT(S)
- PLANNING STATEMENT
- DESIGN AND ACCESS STATEMENT
- HERITAGE STATEMENT
- SUSTAINABILITY STATEMENT
- FRAMEWORK TRAVEL PLAN
- TRANSPORT ASSESSMENT
- DRAINAGE AND FLOOD RISK REPORTS
- CONTAMINATED LAND REPORTS
- EMPLOYMENT LAND REPORT
- SPORTS NEEDS ASSESSMENT
- STATEMENT OF COMMUNITY INVOLVEMENT
- VIABILITY APPRAISAL
- DRAFT LEGAL AGREEMENT

The Council's validation checklist can be found on the Council's website at the following link:-

http://www.cheshireeast.gov.uk/environment_and_planning/planning/planning_application_advice/making_a_planning_application/what_do_i_need_to_submit.aspx

ROYAL LONDON DEVELOPMENT FRAMEWORK

CONSULTATION REPORT

Cheshire East Council

AUGUST 2017

EXECUTIVE SUMMARY

The Royal London Development Framework has been developed in collaboration between Cheshire East Council and Royal London and provides an illustrative masterplan and set of Key Development Principles that will guide future development at the Royal London site. The principle of development has been set through the adopted Cheshire East Local Plan Strategy, and the Development Framework seeks to give further detailed guidance.

A community consultation process has been undertaken as part of the preparation of the Development Framework to enable local residents and stakeholders to provide their views on the vision of the site.

The consultation was undertaken over a 6 week period between the 23 June and 4 August 2017. During this time 53 formal submissions were received.

The consultation asked six closed questions and three open questions to ensure that all issues were captured.

The responses received broadly related to the following:

- Support for the development
- Development need
- Highways, vehicle access, traffic and parking
- Pedestrian & cycle access
- Loss of Green Belt/countryside/landscape
- Capacity of local infrastructure (not including highways)
- Heritage
- Trees, ecology and green infrastructure
- Amenities & ancillary uses
- Air quality & noise
- Consultation
- Housing type, mix & density
- Flood risk and drainage
- Supply chain opportunities
- Royal London relocation

All comments have been reviewed and responded to in this report, and the consultation has resulted in a number of changes being made to the Development Framework. These include:

- Amendment of references to the adopted Local Plan and new site allocation reference (now LPS 54)
- Amendment of references to reflect the completion of the public consultation and the updated status of the document
- Updated references referring to the submission of a reserved matters planning application for a new office development on the site.
- Amendment to the masterplan to move the indicative route of the northern access road southwards, away from the boundaries of properties on Whitehall Close.

- Amendment to the masterplan to include enhanced green infrastructure to the north of Fulshaw Gate.
- Insertion of a new objective under the key theme 'adopting a collaborative approach' to include an intention that the Development Framework will "explore opportunities to encourage the resourcing of local labour and supply chain option in order to support the local economy".
- Addition of references to reflect the climate change policies in the adopted Cheshire East Local Plan Strategy to ensure that the impacts of climate change are considered in the determination of any planning applications.
- Strengthening the text to highlight that the Development Framework supports links from the site to the Alderley Edge footpath network (via Alderley Road)
- Strengthening the text to emphasise the links to the north of the site and how these could improve connectivity to existing public rights of way that surround the site, and wider public rights of way such as the Bollin Valley Way.

BACKGROUND TO THE MASTERPLAN

The **Royal London Development Framework** has been prepared to an illustrative masterplan and set of Development Principles that will guide future development at the Royal London site. It relates to parcels of land respectively, to the east and west of Alderley Road, that fall within strategic Policy 'LPS 54 (Royal London including land west of Alderley Road)' of the adopted Cheshire East Local Plan Strategy (CELPS).

The Royal London Development Framework has full regard to local planning policies, national planning policy and the surrounding site context. It does not replace a planning application, or allow development to take place; rather it will form a material consideration for future planning applications. Any future planning applications at the site will be subject to further technical assessment, including transport impact assessments, and will be required to undertake consultation with the local community.

The decision to produce a Development Framework was made in order to consult at an early stage with all stakeholders locally, so that Royal London and the Council can better understand the concerns and feelings of the public, local residents and stakeholders.

CONSULTATION PROCESS

The Royal London Development Framework will not form part of the adopted Development Plan; however, it will be a material consideration in the determination of future planning applications at the site. Whilst it is not a statutory requirement, the Development Framework has been subject to a significant degree of consultation and publicity. The process adopted is broadly in line with that carried out for Supplementary Planning Documents as set out in the Cheshire East Local Development Framework Statement of Community Involvement (SCI).

The Cheshire East Local Development Framework Statement of Community Involvement (SCI) adopted on 14th October 2010, sets out how Cheshire East Borough Council will consult when producing planning documents including Supplementary Planning Documents.

The consultation consisted of:

- A **dedicated webpage** on the Cheshire East website (www.cheshireeast.gov.uk/localplan).
- A page on the Council's **consultation portal**.
- A **public consultation event** was held at Wilmslow Leisure Centre 2-7pm on Tuesday 4 July.
- A simple **questionnaire** available in hard copies at the consultation event and available online.
- A **Key Questions Answered** document was provided with the online survey link in order to provide answers to some basic questions about the Masterplan (Appendix 3)
- **Press coverage** in the Wilmslow Guardian, Wilmslow.co.uk and Place North West.
- Hard copies delivered to the **main council offices and all libraries** within the Borough and provided for members of the public to review, including at Wilmslow Library, Alderley Edge Library, Macclesfield Town Hall, Westfields in Sandbach and Delamere House in Crewe.
- Specific emails were sent to over 1,500 stakeholders and councillors which informed them of the consultation, the events and the method to complete the questionnaire

CONSULTATION QUESTIONNAIRE

Six measurable questions were included to gauge feedback on the vision for the site and the key themes set out in the Development Framework. Respondents had the ability to rank responses from 'Strongly Support' to 'Strongly Object' as well as 'No opinion/not sure'. A copy of the questionnaire is provided at Appendix 1 of this Consultation Report.

The questionnaire then went on to ask three open questions to gain more detailed feedback on the vision, key themes, illustrative masterplan and the content of the Development Framework.

CONSULTATION RESPONSES

The overall response to the consultation activities were:

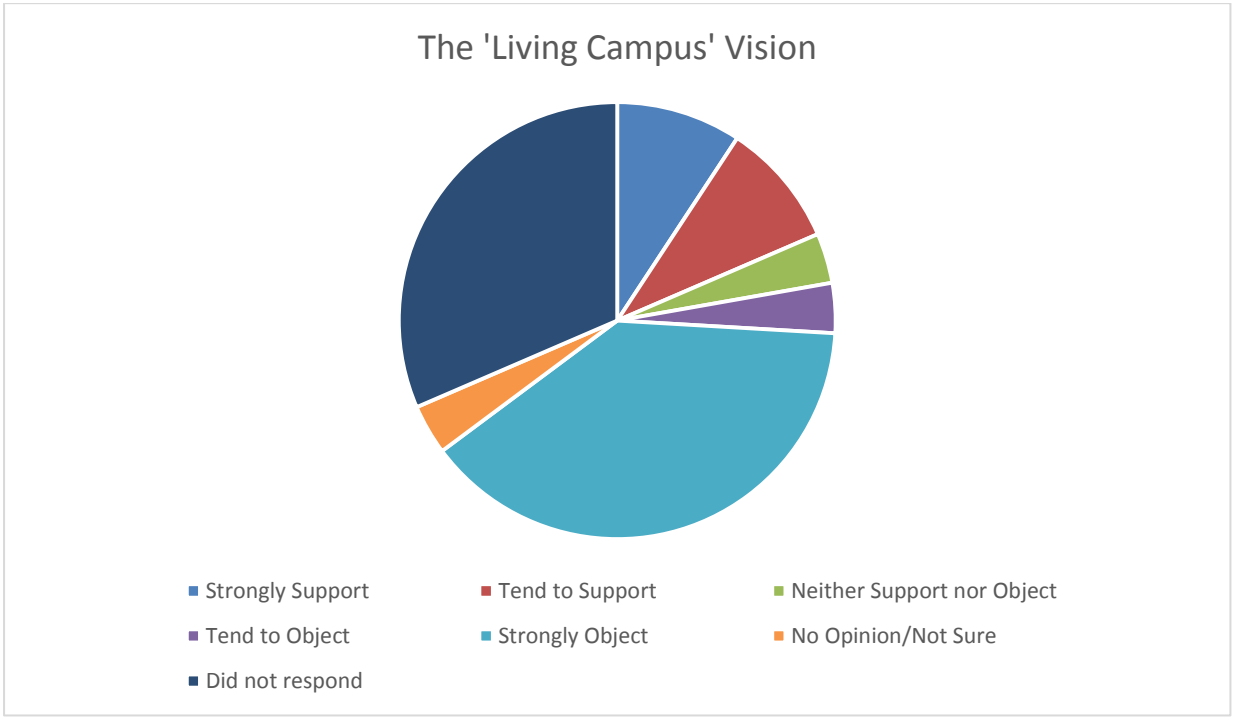
- 53 responses to the consultation were received.
- Approximately 60 residents attended the consultation events held at Wilmslow Leisure Centre on Tuesday 4 July.

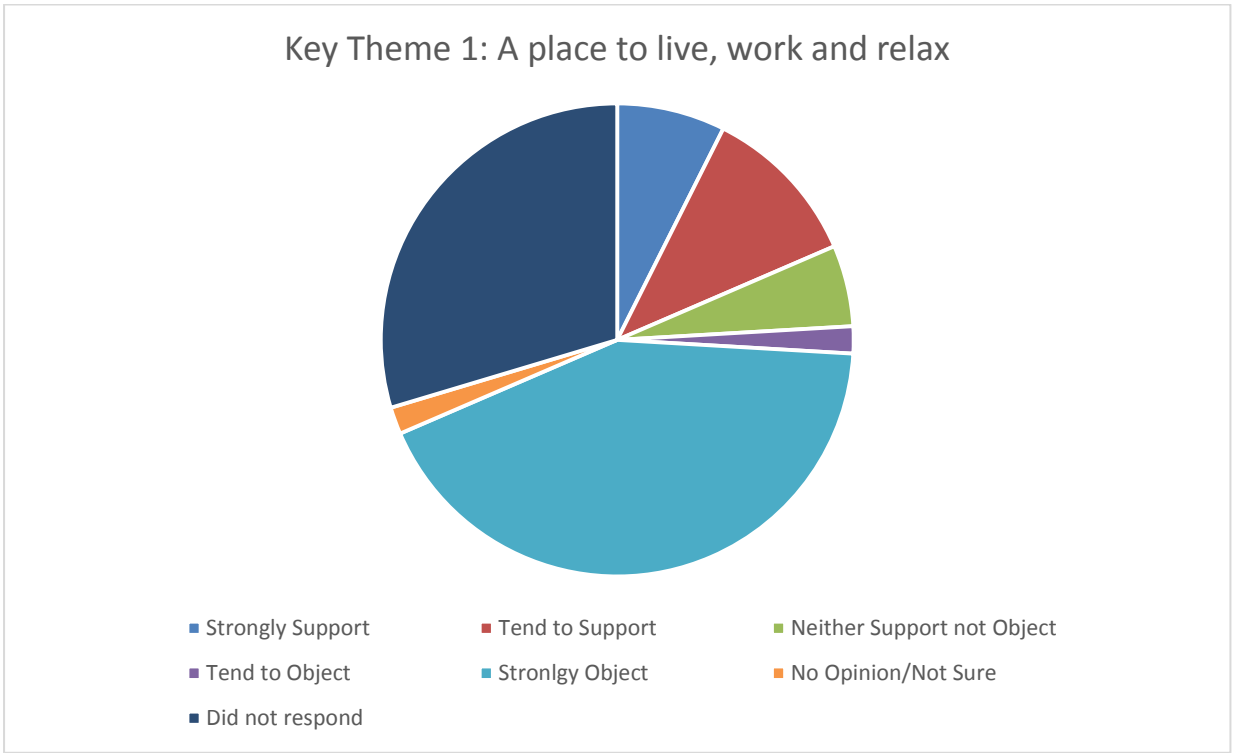
RESPONSES – QUESTIONS

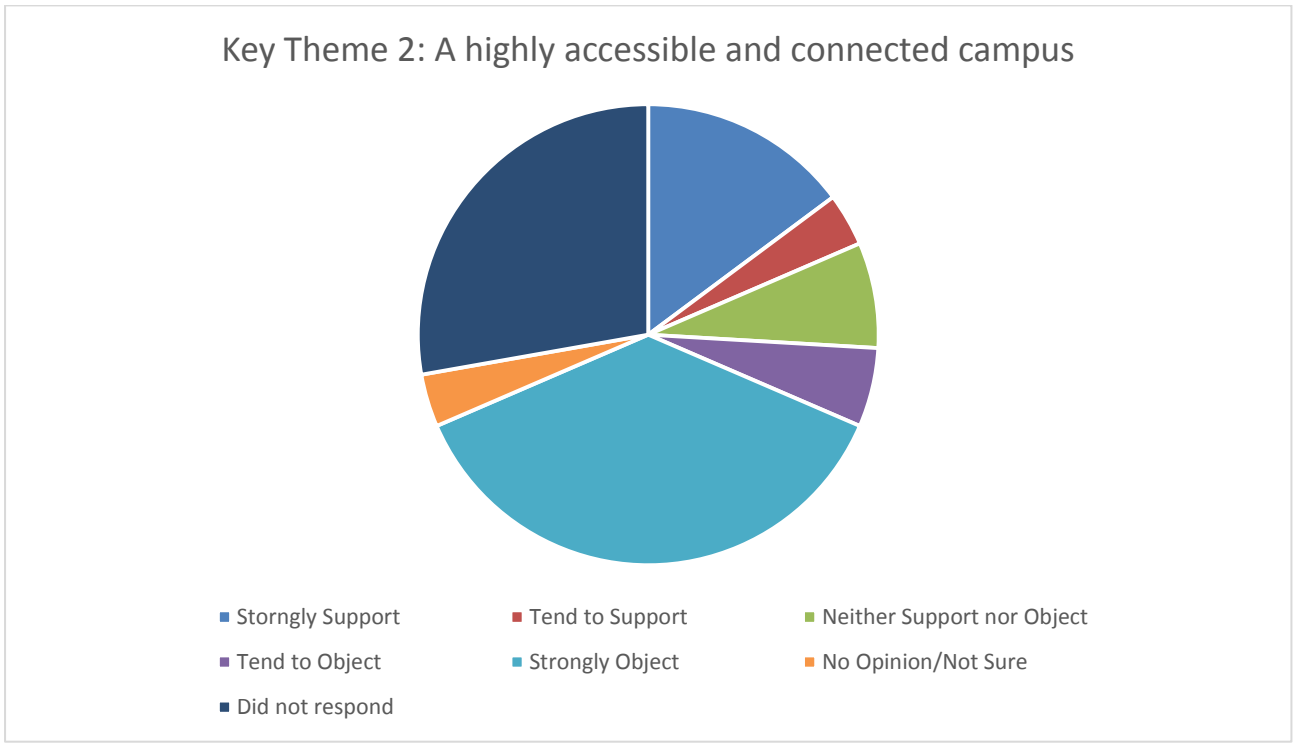
In respect of the quantitative question '**How strongly do you support or object to the vision and each of the key themes?'** the results of the survey can be seen below. The results indicate that:

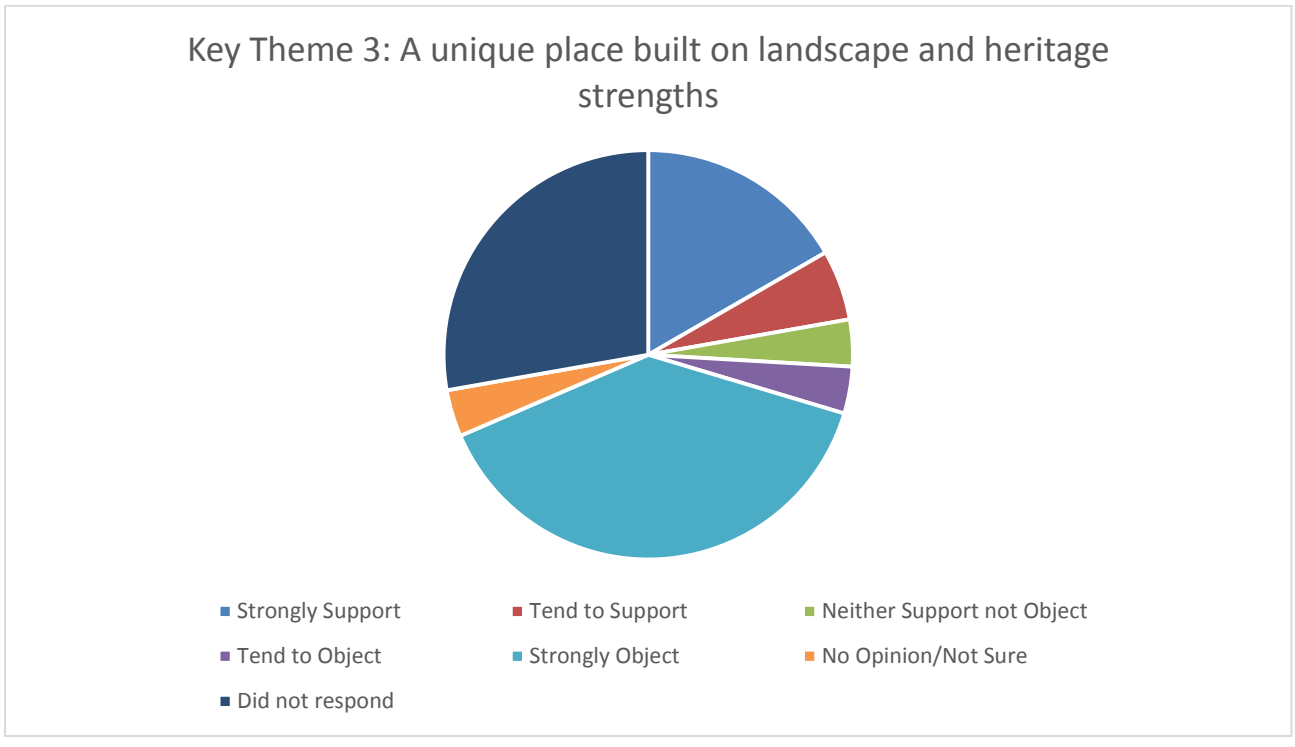
- Of those that stated an opinion, 18% were supportive and 44% objected to the 'Living Campus' vision
- Of those that stated an opinion, 19% were supportive and 45% objected to Key Theme 1: A place to live, work and relax
- Of those that stated an opinion, 19% were supportive and 44% objected to Key Theme 2: A highly accessible and connected campus
- Of those that stated an opinion, 23% were supportive and 44% objected to Key Theme 3: A unique place built on landscape and heritage strengths
- Of those that stated an opinion, 19% were supportive and 47% objected to Key Theme 4: Providing an offer that meets need
- Of those that stated an opinion, 24% were supportive and 42% objected to Key Theme 5: Adopting a collaborative approach

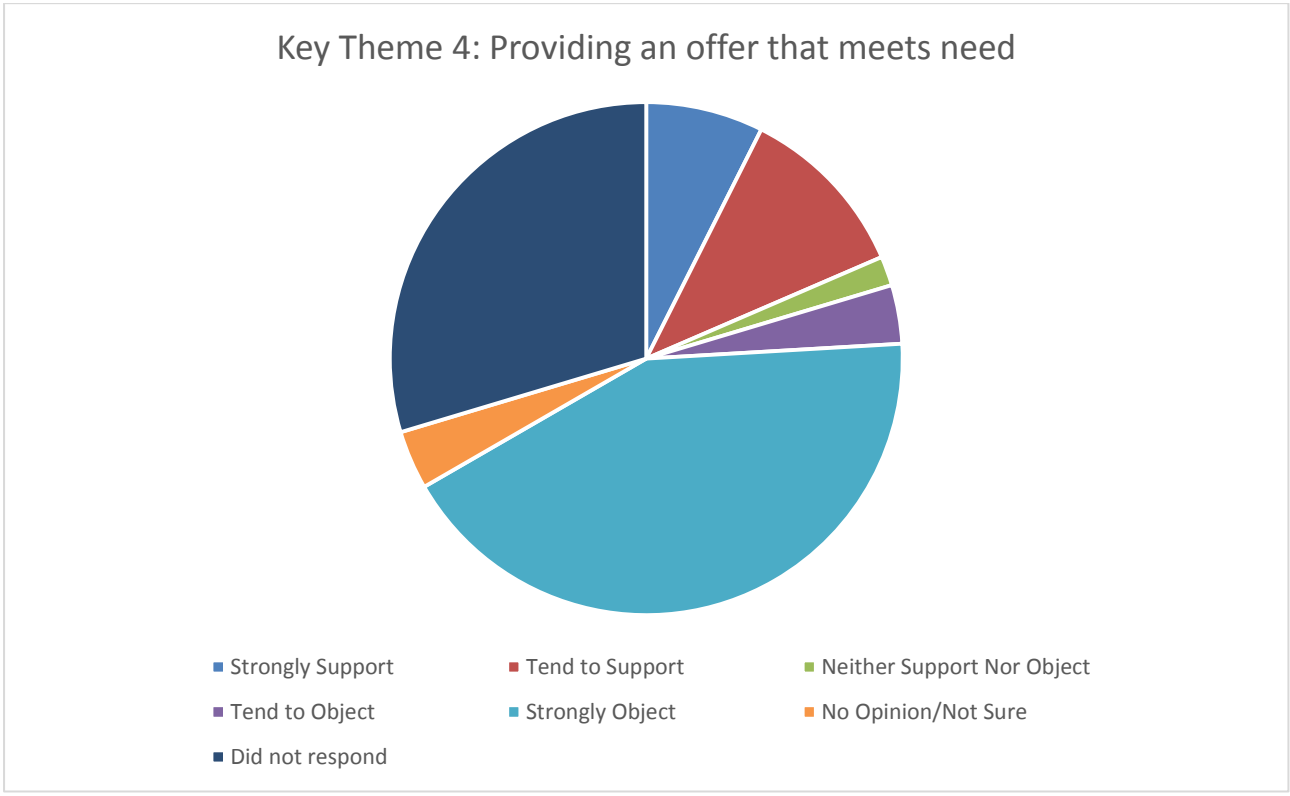
In summary, respondents were most supportive of Key Theme 5 and least supportive of Key Theme 4.

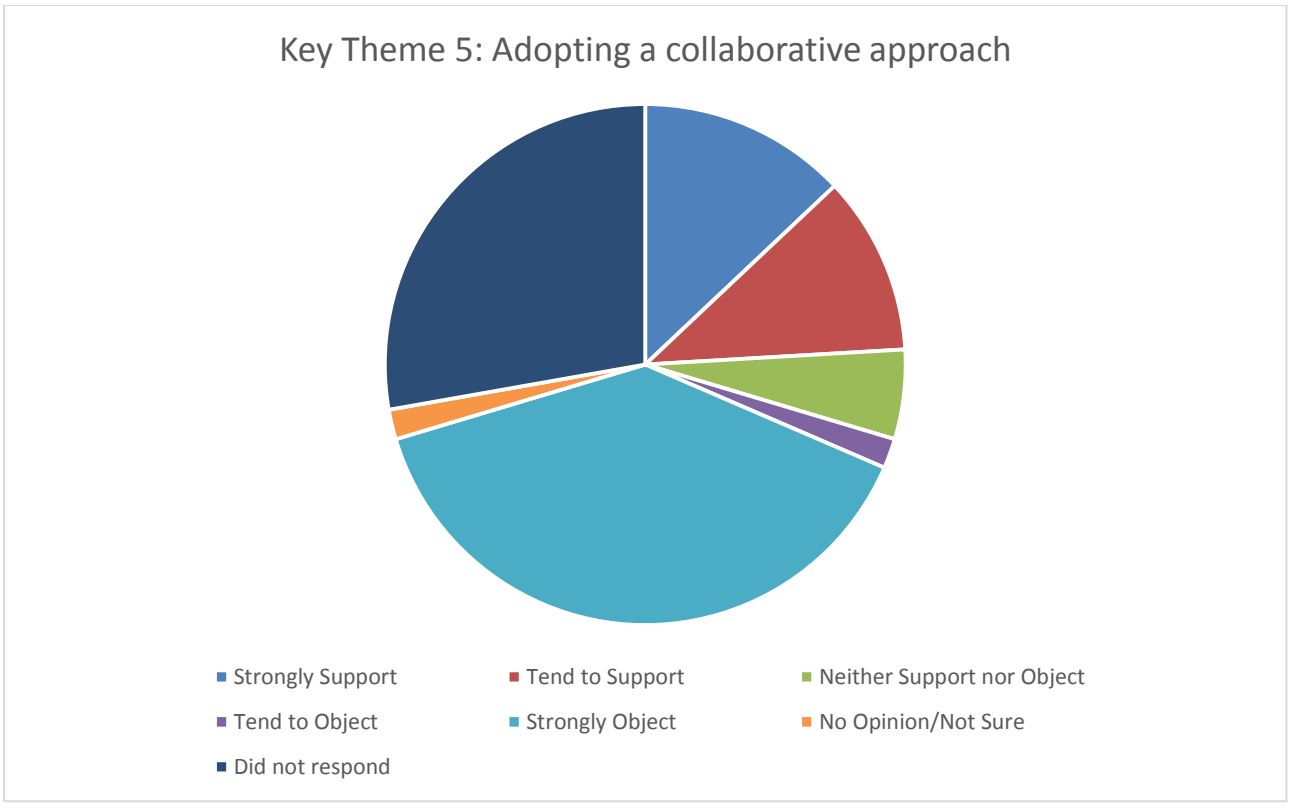

The 'Living Campus' Vision
Strongly Support
Tend to Support
Neither Support nor Object
Tend to Object
Strongly Object
No Opinion/Not Sure
Did not respond


Key Theme 1: A place to live, work and relax
Strongly Support
Tend to Support
Neither Support not Object
Tend to Object
Stronlgy Object
No Opinion/Not Sure
Did not respond


Key Theme 2: A highly accessible and connected campus
Storngly Support
Tend to Support
Neither Support nor Object
Tend to Object
Strongly Object
No Opinion/Not Sure
Did not respond


Key Theme 3: A unique place built on landscape and heritage strengths
Strongly Support
Tend to Support
Neither Support not Object
Tend to Object
Strongly Object
No Opinion/Not Sure
Did not respond


Key Theme 4: Providing an offer that meets need
Strongly Support
Tend to Support
Neither Support Nor Object
Tend to Object
Strongly Object
No Opinion/Not Sure
Did not respond


Key Theme 5: Adopting a collaborative approach
Strongly Support
Tend to Support
Neither Support nor Object
Tend to Object
Strongly Object
No Opinion/Not Sure
Did not respond

RESPONSES - COMMENTS

In addition to the quantitative questions respondents were provided with a comments space in order to record their opinions and this was well used with almost 96% of respondents providing some commentary.

The comments submitted and the correspondences received were thematic and those themes are shown below and in Appendix 4. Many comments dealt with two or more themes.

The key comments and issues raised were as follows:

1. **Highways, Vehicle Access, Traffic and Parking** (33 comments)
   The highest number of comments made related to the highways, vehicle access, traffic and parking. The key comments and issues raised were:
   - The development of the site will lead to increased congestion and traffic on the local road network.
   - The new northern access and the consequential construction traffic will have an adverse impact on existing properties. The access shown is too close to properties on Whitehall Close.
   - The campus is not well connected or accessible.
   - Highways safety is and will become an issue – including with the introduction of new junctions onto Alderley Road. There is also a need for greater traffic regulation.
   - There is a lack of need for a new bus route through the site.
   - Existing bus services are infrequent.

2. **Loss of Green Belt/Countryside/Landscape** (24 comments)
   A high number of comments were made in relation to the loss of Green Belt land, countryside, landscape, greenspace and open space. The key comments and issues raised were:
   - Objections to the loss of Green Belt land.
   - The proposals will diminish the countryside and landscape and result in a loss of agricultural land.
   - Objections to the loss of greenspace and green gateway into town.
   - The site should be retained as open space or greenspace.
   - The proposals will cause urban sprawl between Alderley Edge and Wilmslow.

3. **Development Need** (24 comments)
   A number of comments were made in relation to the need for new housing, offices and a hotel as illustrated on the masterplan. The key comments and issues raised were:
   - There is no need for new housing on the site / in Wilmslow.
   - There is no need for additional office space.
   - There is a no demonstrated need for a new hotel.
   - The masterplan does not provide an offer that meets the needs of the community.

4. **Other Comments** (22 comments)
   Many comments made did not fall under the other themes listed in this section. The key comments and issues raised were:
   - Confusion over the purpose of the Development Framework
   - Concern that the Development Framework lacks detail and clarity
   - Relationship to the Cheshire East Local Plan Strategy. The Development Framework has been prepared in advance of the adoption of the Local Plan and Judicial Review period.
   - The Development Framework should wait for and accord with the Wilmslow Neighbourhood Plan.

- Concern whether the proposal been assessed in its wider Cheshire East context.
- Uncertainty over phasing and when parts of the site will be delivered.
- Stronger commitment to climate change required.

5. **Trees, Ecology & Green Infrastructure** (20 comments)

   Many respondents expressed concerns with the loss of trees at the site and the impact upon wildlife. The key comments and issues raised were:

   - Concern regarding the loss of trees / mature trees.
   - Wildlife movement corridors need to be considered.
   - The northern edge of the site does not provide a sufficient green buffer to existing housing.
   - Does open space need to be public to the west of Alderley Road?
   - A buffer zone is required to the South East of the site.
   - Assessment of trees between Fulshaw Gate and the north of the site.

6. **Housing Type, Mix & Density** (17 comments)

   Respondents raised concerns about the scale, type and mix of housing and the delivery affordable housing at the Royal London site. The key comments and issues raised were:

   - Concern regarding the delivery of affordable housing and clarity on the location or 'pepper potting' of affordable housing.
   - Housing to the east of Alderley Road should reflect the scale of Fulshaw Park.
   - There is a lack of detail on the mix and types of homes proposed.

7. **Capacity of Local Infrastructure** (not including highways) (11 comments)

   Some respondents expressed concern about the capacity of local infrastructure, such as local education and health facilities, to manage the increase in residents and employees that the development of the site will bring. The key comments and issues raised were:

   - Concerns around the capacity of local schools to serve new housing
   - Local services (such as GPs, dentists and hospitals) are already stretched. Additional jobs and residents will exacerbate this.

8. **Heritage** (13 comments)

   A number of concerns were made about the perceived loss of heritage that the development of the site would cause. The key comments and issues raised were:

   - An archaeological survey of the fields is required.
   - Royal London House is an iconic building of architectural merit
   - The proposals should maintain and enhance the character and setting of the listed buildings
   - Any planning application/heritage assessment that affects Fulshaw Hall or the Coach House should consider Fulshaw Gate
   - The historic landscape of Fulshaw Hall and the 20th century landscape of Royal London House should be non-designated heritage assets
   - Proposals for the northern access are too close to Fulshaw Hall and the Coach House.
   - Concerns regarding the demolition of Harefield House

9. **Pedestrian & Cycle Access** (9 comments)

   Some comments were made in relation to the connectivity and accessibility for pedestrians and cyclists. The key comments and issued raised were:

   - Cycle and pedestrian access to Alderley Edge should be improved.
   - Concerns regarding the increased use of Harefield Road by cyclists and pedestrians.
   - Concerns associated with the privacy of Fulshaw Gate.
   - New pedestrian and cycle links should be encouraged.
   - There is potential to introduce a new pedestrian link to the A34 roundabout to the south of Alderley House.

- Further pedestrian links should be made to the north of the site to link with existing rights of way that lead to the Bollin Valley.
- The 'potential' pedestrian link through Harefield Farm should be formalised.

10. **Air Quality & Noise** (9 comments)

    9 comments were made in relation to the perceived air quality and noise impacts that would occur from developing the site. The key comments and issued raised were:

    - Concern regarding the amenity impacts of the northern access road / future of the (non-listed) Coach House on Fulshaw Gate
    - Concerns regarding air quality and noise

11. **Royal London Relocation** (6 comments)

    A number of queries were raised regarding whether Royal London will decide to stay in Wilmslow.

12. **Consultation** (6 comments)

    6 comments were made about the consultation approach to the preparation of the Royal London Development Framework. The key comments and issues raised were:

    - Concern regarding the collaborative approach and lack of consultation.
    - Would like continued engagement with the local community and neighbourhood plan group.

13. **Supportive Comments** (5 comments)

    5 comments were made in support of the draft Development Framework. The key comments of support were:

    - The proposals will create jobs
    - The proposals will improve pedestrian and cycle connectivity

14. **Amenities & Ancillary Uses** (5 comments)

    A number of suggestions were made about the amenities and ancillary uses proposed on the site as indicated on the masterplan. Key comments and issues were:

    - Well planned open spaces and recreational facilities would be beneficial.
    - The site could support ancillary food and drink uses to better link it to Wilmslow.
    - Potential for evening and weekend facilities.
    - Support for a crèche
    - There are no requirements for facilities on site given its proximity to the town centre.

15. **Flood Risk & Drainage** (5 comments)

    5 comments of concern were made in relation to the site's flood risk. The comments related to whether the development of the site would increase flood risk for the site and the local area.

16. **Supply Chain Opportunities** (2 comments)

    2 comments were made about the potential opportunity to use supply chain opportunities and building and ancillary opportunities. It was suggested that a section should be written into the Development Framework with the focus of maximising benefits to businesses and residents within Cheshire East from the proposed development.

All representations are grouped into themes listed in Appendix 4 alongside a response to the key issues.

APPENDIX 1

QUESTIONNAIRE

Draft Royal London Development Framework

Consultation Response Form

A draft 'Development Framework' for the Royal London site in Wilmslow has been prepared to guide future proposals at the site. The principal of development has been set through the Council's new Local Plan Strategy, and this 'Development Framework' seeks to give further detailed guidance.

Drawn up in collaboration between Cheshire East Council and Royal London, the draft framework will help shape development of the site to create a 'living campus'. It supports the delivery of a mix of uses, creating a quality of place to provide a thriving environment for business, as well as opportunities for living and relaxing in an accessible and well-connected campus.

Consultation on the draft 'Royal London Development Framework' runs from Friday 23 June to Friday 4 August 2017. You can provide feedback in a number of ways:

- By completing the online form available at www.cheshireeast.gov.uk/localplan;
- By email to planningpolicy@cheshireeast.gov.uk;
- By post to: Spatial Planning Team Westfields, Cheshire East Council, C/O Municipal Buildings, Earle Street, Crewe CW1 2BJ

Please make sure your response is received by us by **Friday 4 August 2017**.

Feedback Questionnaire

The draft 'Royal London Development Framework' sets out a vision to create a 'living campus' and includes five key themes to support this vision. It also presents an illustrative masterplan to articulate the key opportunities, design considerations and appropriate land uses within the site.

Q1: How strongly do you support or object to the vision and each of the key themes? *Please tick one answer in each row.*						
	Strongly support	Tend to support	Neither support nor object	Tend to object	Strongly object	No opinion / not sure
The 'Living Campus' vision	O	O	O	O	O	O
Key theme 1: A place to live, work and relax	O	O	O	O	O	O
Key theme 2: A highly accessible and connected campus	O	O	O	O	O	O
Key theme 3: A unique place built on landscape and heritage strengths	O	O	O	O	O	O
Key theme 4: Providing an offer that meets need	O	O	O	O	O	O
Key theme 5: Adopting a collaborative approach	O	O	O	O	O	O

Q1 (continued): Please use this box if you would like to explain reasons for supporting or objecting to the vision or key themes:

Q2: Do you have any comments on the illustrative masterplan? *If so, please provide these below:*

Q3: Do you have any other comments on the development framework document? *If so, please provide these below:*

Your Details

Finally, we would like some information about you. You do not have to supply this information but it would be very useful if you did.

A: Are you responding to this consultation as a? *Please tick all that apply:*			
Local resident ☐	Local business owner ☐	Local group ☐	Other ☐
If other, please specify:			
B: Your name:			
C: Name of group or organisation:			
D: Postcode:			

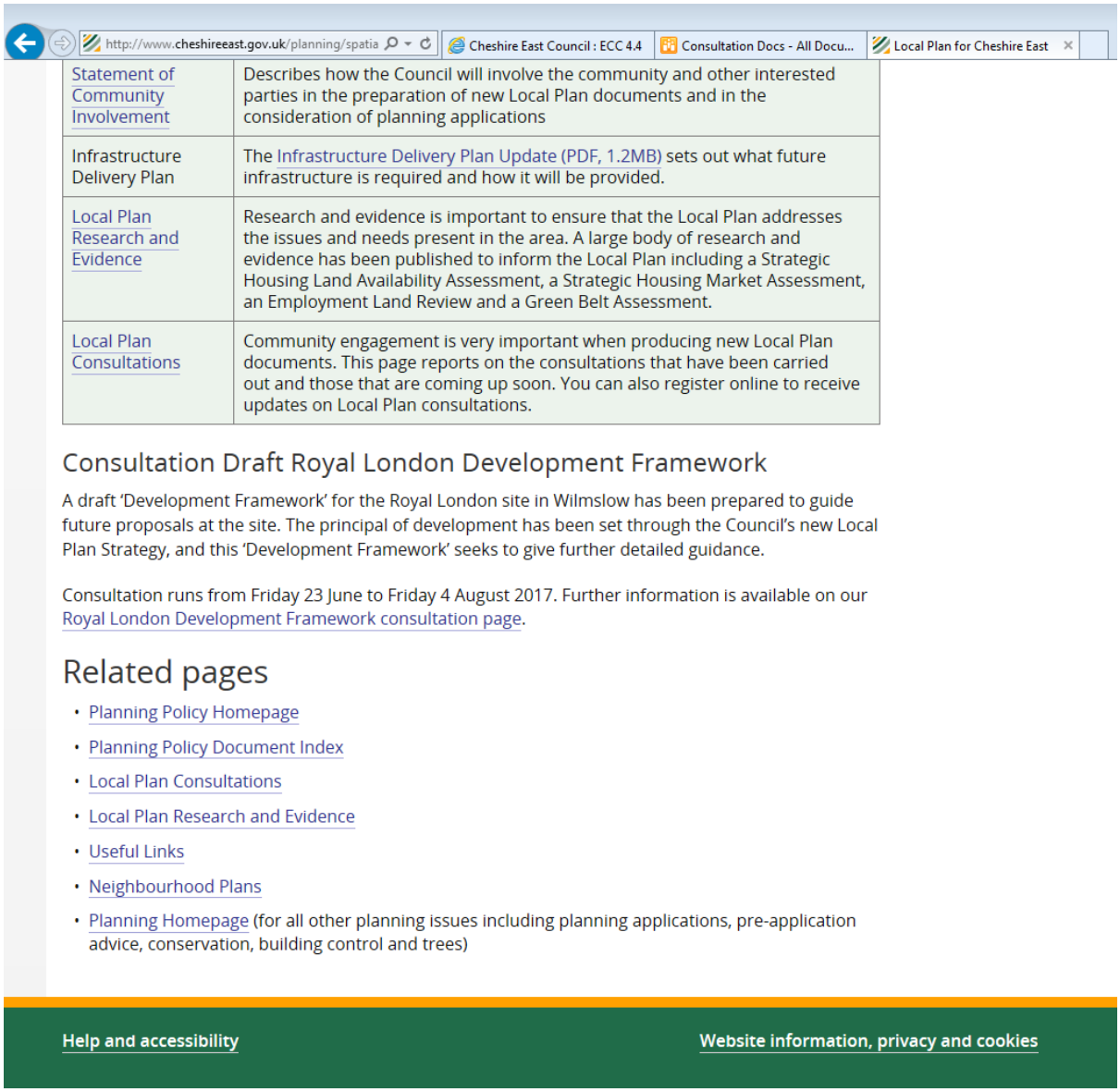
Any personal information you supply will remain strictly confidential and will be held and used in line with the Data Protection Act 1998. The information you provide will only be used to analyse results to this consultation, and inform decision making. We will not pass on your personal information to other departments within the Council, or to any other third parties, without your prior consent.

Thank-you for completing this form. Please return it to us (details overleaf) by **Fri 4 August 2017.**

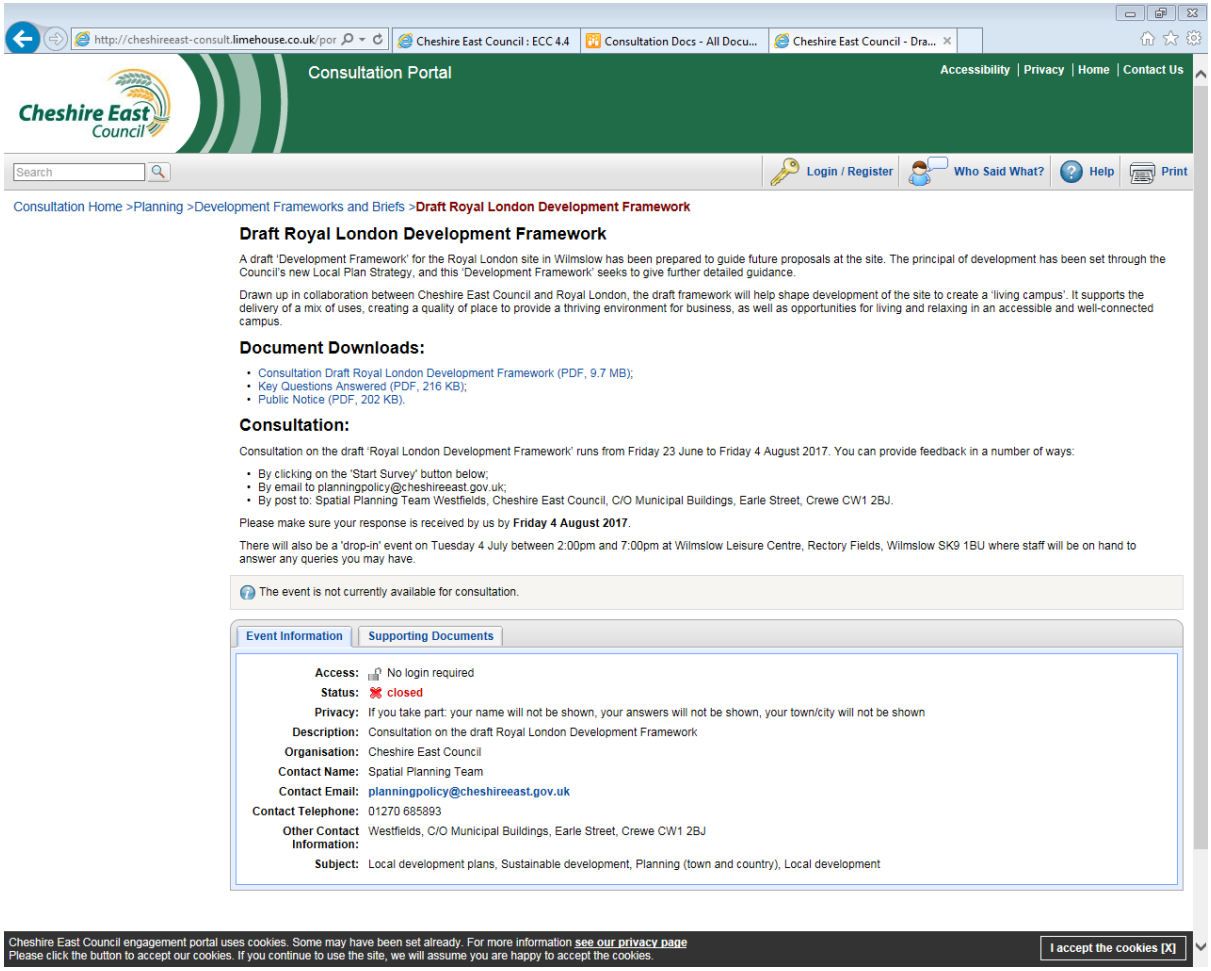
APPENDIX 2

CHESHIRE EAST COUNCIL WEBSITE

Website www.cheshireeast.gov.uk/localplan



Consultation portal http://cheshireeast-consult.limehouse.co.uk/portal/planning/dfb/rldf



APPENDIX 3

KEY QUESTIONS ANSWERED

The Royal London Development Framework

Key Questions Answered

What is the Royal London Development Framework?

The draft Royal London Development Framework adds detail to the policies contained in the emerging Cheshire East Local Plan Strategy and provides an illustrative masterplan that shows how the entire Royal London site could be developed.

It provides a framework that seeks to create a 'living campus' in Wilmslow. The living campus will build on the existing strengths of the site to create a modern and thriving business location where people can also live, work and relax.

What status will the Development Framework have?

When the Development Framework is endorsed by Cheshire East Council, it will be used a material consideration against which future planning applications can be decided, as well as providing an important planning tool to guide developers, investors and occupiers of the site.

Whilst the masterplan will be a consideration in planning decisions, planning applications will still be required as the site comes forward for development. These planning applications will consider the development of the site in more detail and there will be a further opportunity to make comments as these applications are brought forward.

Why has a Development Framework been produced for the Royal London site?

The draft Royal London Development Framework has been prepared to provide a future vision for the Royal London site and to present the type of offer that modern knowledge based businesses require to attract a high calibre of staff. The draft Development Framework has been has been prepared to realise the policy aspirations of the emerging Cheshire East Local Plan, which allocates the development of the site for a mix of uses. It has also been developed in response to the needs of the Royal London Group (the main occupier of the site), which is actively considering in which location to expand its growing business, and to address the inadequate and outdated nature of the current office buildings on the site.

Who has prepared the Royal London Development Framework?

The draft Royal London Development Framework has been prepared collaboratively between Cheshire East Council and a professional team appointed by Royal London Asset Management, who are the asset management arm of the Royal London Group.

What relationship does the Royal London Development Framework have with the emerging Cheshire East Local Plan Strategy?

The emerging Cheshire East Local Plan Strategy proposes to remove the Royal London site from the Green Belt and allocate it for mixed-use development, including new offices, housing and amenities. The draft Development Framework does not alter the policies in the Local Plan, rather it expands upon them, adding more detailed guidance to that contained in Local Plan Policy CS26 (which

specifically relates to the Royal London site). The draft Royal London Development Framework is fully in line with the proposed Local Plan allocation.

What are we being consulted on?

Cheshire East Council is keen to hear your views on the future vision for the Royal London site. In particular, we are keen to hear your views on the types of uses and amenities that could be provided on the site – rather than the principle of the development, which was consulted on as part of the emerging Cheshire East Local Plan Strategy. A questionnaire is available and all comments on the draft Development Framework will be will be taken into consideration before the final document is considered by the Council.

What types of uses and facilities are proposed?

The Royal London campus site, which sits to the east of Alderley Road, could provide a range of uses that support a business led 'living campus' and that comply with the emerging Cheshire East Local Plan Strategy. These uses could include new offices, homes, a hotel, restaurant(s), small scale shops, cafes/food and drink outlets, community facilities such as a gym/crèche, outdoor fitness facilities such as jogging trails and gym equipment, new school playing fields, outdoor events space, car parking and space where people can relax and meet. Land to the west of Alderley Road, which is a separate parcel allocated for housing, is intended to provide high quality new homes alongside a new area of publicly accessible greenspace.

Will the site and the proposed amenities be available to the public?

Community access is a core theme of the Development Framework. The intention is that the new amenities that are proposed on the eastern part of the site, centred on the current campus – such as a restaurant, gym, hotel, shop, café and health/recreation uses – would be accessible to the local community. The Development Framework, however, does not set out how these amenities will be managed and accessed in the context of the construction and delivery of new office uses – the detail of which would be set out in future planning applications. We are keen to hear your views on the types of amenities that would be most desirable for Wilmslow. On land to the west of Alderley Road, a new area of publicly accessible greenspace is planned to the south of the proposed new homes.

Where will the access to the site be?

There will be 3 vehicle access points to the campus site to the east of Alderley Road, including two existing access points which currently serve the Royal London Campus and a new 2-way access to the north of the site, which will provide an additional access point. This new access will also provide a connection for bus services to travel through the site. To the west of Alderley Road, the allocated housing land will be served by a new dedicated access off Alderley Road.

The proposals will also include pedestrian and cycle access to encourage better connectivity to the existing urban area.

What impact will the proposals have on traffic on surrounding roads and what will be done to reduce any impact?

A condition of planning permission for new office development on the site, granted in August 2016, requires improvements to the local road network, including improving the signal controlled access to the site through the widening of the Royal London campus approach, as well as other measures to improve traffic flows on Alderley Road. Any further planning applications will need to be accompanied by detailed transport assessments, which will identify any further works required to mitigate the impact of any additional traffic on the local road network.

Will high quality landscape and heritage character of the site be retained?

A core theme of the draft Development Framework is to retain and enhance the special character of the site, including important buildings (including Listed Buildings), mature trees and woodland. Furthermore, the proposals will open up elements of this high quality landscape not only to future occupiers of the site, but also to the local community.

How do I comment on the proposals?

You can view the draft Royal London Development Framework and collect / complete a comments form at one of the following locations:

- Online at the Council's website www.cheshireeast.gov.uk/localplan;
- Wilmslow Library, South Drive, Wilmslow SK9 1NW
- Alderley Edge Library, 44a London Road, Alderley Edge SK9 7GP;
- Macclesfield Town Hall, Market Place, Macclesfield SK10 1EA;
- Westfields, Middlewich Road, Sandbach CW11 1HZ; and
- Delamere House, Delamere Street, Crewe CW1 2JZ.

Comments can be submitted in a number of ways:

- By completing the form available online at www.cheshireeast.gov.uk/localplan;
- By email to planningpolicy@cheshireeast.gov.uk; or
- By post to Spatial Planning Team Westfields, Cheshire East Council, C/O Municipal Buildings, Earle Street, Crewe CW1 2BJ.

We are also holding a public event, where the Council and professionals that have prepared the draft Royal London Development Framework will be on hand to answer any queries you might have. This will take place on Tuesday 4 July between 2:00pm and 7:00pm at Wilmslow Leisure Centre, Rectory Fields, Wilmslow SK9 1BU.

What happens next?

The purpose of this consultation is to seek the views of the local community and other key stakeholders on the guidance contained in the draft Royal London Development Framework. Once all comments have been received, these will be considered by the Council and any necessary revisions will be made to the Development Framework.

The final document will then be put before the Council for final approval and endorsement. If endorsed, the document would then become a material consideration in the determination of any future planning applications made at the Royal London site.

Further information.

If you require any further information, please contact the Spatial Planning Team by email at planningpolicy@cheshireeast.gov.uk or telephone on 01270 685893.

APPENDIX 4

FULL LIST OF CONSULTATION COMMENTS WITH RESPONSES

Please note that all personal information has been removed.

Supportive Comments
Representations Received
This is a great proposal for Wilmslow. It's really important to keep jobs in the area. Wilmslow town centre is already dying, if we lose the revenue from Royal London many more local businesses would collapse.
This is a great proposal for Wilmslow.
I feel that by an expanding business will create jobs, and with more housing, this can grow the economic value of Wilmslow. There are too many shops closing in Wilmslow, and if we have more people with the income to spend then it can only be good for Wilmslow as a town.
It is a good idea to keep Royal London in Wilmslow and to enhance their present site as long as it doesn't detract from the area.
Transition Wilmslow supports the overall vision as it: Seeks to make the site part of the town, through the provision of improved pedestrian and cycle linkage. At present, it feels like an out of town/isolated development.
Summary of comments: 1. The proposals will create jobs 2. The proposals will improve pedestrian and cycle connectivity
Response: The Council and Royal London welcome support for the project and actively encourage further engagement with the community as detailed proposals come forward, including commenting on the types of amenities and uses that will meet the needs of the local community.
Changes to masterplan:
No changes proposed.

Development Need
Representations Received
Key theme 4: support only if it guarantees to meet need.
Who will define the need?
In terms of Key theme 4: Providing an offer that meets need; I would like to hear how the needs of those with serious objections are being considered in the planning process? I am also yet to be convinced that there really is a 'need' for 75 new houses on the land west to Alderley Road. Can you please explain your justification for the term 'need' as oppose to 'desire'.
More speculative office development with potentially another hotel - there are already nine in the greater Wilmslow area, is NOT needed when there is already over supply locally. The development, if any should be much smaller scale on the existing site. How on earth does this vandalism offer, as the developers claim: "A modern-knowledge business requirement to attract a high calibre of staff"? Does the current HQ building not attract high calibre staff? This is sheer developer twaddle!
There is no reason that this site needs to be developed as it is not bringing anymore employment to Wilmslow. It doesn't take account of what the Wilmslow residents wanted
In the Local Plan (LP) the whole site is known as CS 26 with a proposal to build around 175 residential dwellings. This number of dwellings should be reduced to 39 because of the windfall property developments that are already taking place in the immediate area since this figure of 175 dwellings was included in the LP. These windfall developments are listed below: • Pegasus Life (Chapelwood), Bedells Lane = 57 apartments. • McCarthy & Stone, Holly Rd South = 30 apartments. • Eventus Properties Ltd, Chapel Lane = 12 apartments. • Elan Homes (ex Ned Yates Nursery), Moor Lane = 14 dwellings. • Rifleman's Pub, Moor Lane = 8 dwellings approved 04th July 17. • Yew Tree Farm, Moor Lane = 15 dwellings are proposed. Of these windfall dwellings 113 are being built and another 23 are likely to be built. As a direct consequence, the build number proposed for the Royal London site should be reduced to 39 dwellings. I look forward receiving answers to my questions and your agreement that the number of dwellings that

are proposed for the Royal London site should be reduced to 39 properties.
Key theme 4 should read meeting the needs of the company shareholders. It certainly doesn't meet the needs of the community. Key theme 5: collaborative approach - I didn't think building houses and a hotel forms part of any approved Local Plan. The key themes offer very fine words and I not object in principle to developing Land to the East of Alderley Road if it is done in a sympathetic and environmentally friendly manner which supports job creation, but does not extend to building a hotel, etc. However, Land to the West of Alderley Road does not currently have planning permission neither does it support job creation. In my opinion it does not align with any of the key themes. The houses which Royal London would like to build there could not be offered exclusively to their workers to encourage a campus vision. I would doubt whether more than 1% of these houses would be purchased by Royal London staff. I object to the whole 'campus' vision including a hotel. Additional offices would be acceptable, although I would prefer the company to make use of available facilities in Macclesfield or at the airport.
On theme 4 the need is more a matter of aspiration on the part of Cheshire East Council than actual need. Waters on Altrincham Road, on a very unconvincing argument, has not been factored in to the LP. In addition the ONS population growth figures are exaggerated. On the provision of houses then a failure on the part of the Council to keep accurate housing figures since 2010 has led to a gross over allocation of housing to Wilmslow. More accurate figures indicate at least two of the sites in the LP need not have been removed from the Green Belt. Also, I take the view that if offices and a hotel are to be built on land to the east of Alderley Road then houses too. Thus it becomes possible to remove from the proposed building houses on land to the west of Alderley Road and to create instead an enhanced point of entry to Wilmslow along Alderley Road as required by the emerging WNP policies.
I think it's totally unnecessary. There are vacant offices in the area and have been for over 20 years.
WCT object strongly that CEC reversed its stated policy of making this land "Protected Open Space". The indication in the Emerging Local Plan Strategy that the site can accommodate 75 new homes is unsustainable if part of the area is to reserved as a playing field. The document submitted for consultation lacks accuracy in site descriptions and vital detail in map presentations. There are internal contradictions and too much of the proposed framework is premised on unsubstantiated assertions regarding development needs.
There are already huge numbers of unbuilt houses with planning consent in the Wilmslow area; the developers are simply land-banking. The land to the West of Alderley Road proposed to be sold off for housing appears to simply be a means of funding the development on the existing campus. There is no reference to the many covenants in place on this land. This land is not part of the "Campus" now and it certainly will not be if housing is built on it. I believe that this off-campus site should be withdrawn from the proposal.
This proposal seems to envisage a considerable growth in the need for additional offices, housing and a hotel. Currently there are numerous proposals for housing in the immediate area some already completed or under construction. Schemes such as the Bollin housing on Adlington Road(Jones development)Housing for Wilmslow Park, Proposed housing by Taylor Wimpy 170 houses phase 1 off Dean Row Road and the near completed apartment blocks close to the Wilmslow town centre. Office space is readily available in Wilmslow and in addition the construction of Airport City is well under way.
The proposals as presented are vague but indicate the destruction of a primary "gateway" into Wilmslow. Whilst The Wilmslow Civic Trust (WCT) accept that RL need a new office complex the further proposals are unnecessary and undesirable. There is no justification for the over inflated number of proposed new homes. There is potential over supply of office space; unlet space has been available for years on this site and many offices are available within walking distance. Working practices are increasingly moving to work from home and flexible shared working space. There is no evidence of demand for a new hotel
While Royal London may have demonstrated their need for a new office complex they have not provided any cogent reasons or evidence for other aspects of their Framework for example the Hotel. Unlet office space has been available for many years on their site. The statement that land to the West of Alderley Road can accommodate 75 houses is simply that, with, again, no detail or justification.
Recent and ongoing investigation into predictive population growth within the plan period is showing that the numbers demanded in the Local Plan are grossly over ambitious and bearing in mind that housing output, to date, is rapidly approaching the need, there seems no good reason to be assuming that this housing is required at this stage. The prudent route, bearing in mind the general local opposition, would be to put this aspect of the proposals on hold until the need is proven. Mention is made for the need for 24000m2 of B1 floor space plus another 7000 m2 later on outside the approved area. We dispute these figures as being innacurate by the omission of other office space built within the plan period. An Hotel is

apparently being proposed on the site, why is a mystery to us as two Hotels are being demolished less than half a mile away because of the lack of clientele and we cannot see that this business could fill an Hotel on a regular basis, leading to another white elephant !. The plan shows the Hotel within the site, yet mention is made that it would be better positioned on the Alderley Road frontage, which bearing in mind what has been said about the rape of this frontage is an insensitive outrage. We propose a strong opposition to this suggestion. It is noted that this site is classed as developable and should therefore remain as such and not be reclassified as deliverable until the need is clearly proven.
Many of the proposals are unnecessary and undesirable and are presented without substantive evidence of need. E.g. There is no evidence of demand for a new hotel.
There is potential over supply of office space. A substantial amount of office space is vacant and available within walking distance of the RL site. Working practices are increasingly moving to work from home and flexible shared working space.
RL's plans include a hotel, our survey of local hotels clearly shows there is no demand as their rooms are very rarely all taken. The hotel project is just a marketing ploy to attract foolhardy hotel groups to bid for a worthless greed project. What genuine need will this development meet? Not of the local community. Yes, the need of RL to greatly enhance the fund value by £millions & thus providing mega bonuses for the fund managers. It is their need that is paramount. CECs population growth relating to 36000 housing "need" borough wide be built 2010/2030 is based on a wholly discredited set of assumptions, starting with the ONS population growth projection over the LP life. Every aspect of the RL concept is shown to be based on a string of false assumptions, the only true one being the company's desire to increase asset value & fund managers mega bonuses. After all the above, pray tell whose phantom need does this project meet?
The introduction of further new building projects on the basis that its justification is commendable, as it will increase job opportunities, is simply perverse. Whilst I can appreciate the need for Royal London to modernise their office space on this site, I do not accept that this would justify taking Green Belt for a hotel, the need for which is speculative, nor the houses and associated facilities which, taking into account other developments in the area are almost certainly an overestimation of needs.
I object strongly to the proposed developments because I do not agree with the validity, reliability or accuracy of the arguments presented to justify the erecting of yet another large and unsightly plan. There is no guarantee that buildings will be used for the purposes sited or that it will secure more jobs. What will be guaranteed, however, is that the builders, share holders and Council will make money from the profits delivered and taxes incurred.
RL's plans include a hotel, our survey of local hotels clearly shows there is no demand as their rooms are very rarely all taken. The hotel project is just a marketing ploy to attract foolhardy hotel groups to bid for a worthless greed project. Theme 4 - What genuine need will this development meet? Not of the local community. Yes, the need of RL to greatly enhance the fund value by £millions & thus providing mega bonuses for the fund managers. It is their need that is paramount. CECs population growth relating to 36000 housing "need" borough wide be built 2010/2030 is based on a wholly discredited set of assumptions, starting with the ONS population growth projection over the LP life. Every aspect of the RL concept is shown to be based on a string of false assumptions, the only true one being the company's desire to increase asset value & fund managers mega bonuses. After all the above, pray tell whose phantom need does this project meet?
New housing numbers are inaccurate, the numbers stated by CEC do not allow for recent housing additions, as highlighted by Residents of Wilmslow. Therefore, I don't believe the 'need' is as described here.
The plans are not providing an offer that meets need: there is sufficient housing identified without this development.
No shops... Most of the site has historically been under occupied by multiple tenants. Not by royal London. If they now need more space, occupy the offices they sub-let. Or move to airport city, or nether
Summary of comments / key issues: 1. There is no need for new housing on the site / in Wilmslow. 2. There is no need for additional office space. 3. There is a no demonstrated need for a new hotel. 4. The masterplan does not provide an offer that meets the needs of the community.
Response to key issues: 1. The housing need for Cheshire East and for Wilmslow is underpinned by the evidence base to the adopted Local Plan, and is based on population projections, the Council's Housing Development Study 2015 and the Spatial Distribution Update Report 2015. The Council has planned for the full, objectively assessed housing needs for the borough (36,000 homes between 2010 and 2030) to support economic growth and to meet housing needs, ensuring that a substantial majority of new

housing is provided in sustainable locations such as Crewe, Macclesfield and the Key Service Centres (including Wilmslow). The Local Plan was adopted on 27th July 2017 and has undergone rigorous examination, including by an Independent Examiner, and was found sound. The adopted Local Plan therefore is now adopted policy which clearly demonstrates the need for housing on the Royal London site.

2. The employment need for Cheshire East and for Wilmslow is underpinned by the evidence base of the adopted Local Plan, and is based the Cheshire East Employment Land Review, local business surveys and the Alignment of Economic Housing and Employment Strategies Report. The Council has planned for a minimum of 380 hectares of land for business, general industrial and storage and distribution uses over the period 2010 to 2030, to support growth of the local economy. The Local Plan was adopted on 27th July 2017 and has undergone rigorous examination, including by an Independent Examiner, and was found sound. The Royal London site forms an important source of existing and future employment supply in the Borough and will be important in helping Cheshire East meet its employment need to 2030.
3. The requirement for a new hotel on the site is set out in the adopted Local Plan (Policy LPS 54). By virtue of its location and leafy character it is considered that this site offers an ideal setting for a hotel along Alderley Road frontage. The hotel will not only generate additional employment opportunities but will offer a supporting facility for existing and future businesses. Moreover, a new hotel will not be built speculatively and will be brought forward in line with market forces and future demand.
4. The masterplan has set out a number of ancillary and complementary amenity uses that could be accommodated on the site to meet the needs of the community, such as food and beverage outlets and a coffee shop/meeting hub; community facilities such as a gym and nursery/crèche; open space sports/fitness facilities such as jogging trails, outdoor gym equipment, allotments/community gardening areas as well as land set aside for new playing fields. The Council and Royal London welcome engagement with the community as detailed proposals come forward through the planning process, to provide the types of amenities that will meet the needs of the local community.

Changes to masterplan:

No changes proposed.

Highways, Vehicle Access, Traffic and Parking

Representations Received

The high school is an issue in its current form, with traffic causing significant problems in the area, which will only be worse if the school was increased in size to accommodate the growth in child numbers.

The A34 by-pass takes traffic out of Wilmslow town centre, but at peak times, such as the start and end of the school day, the roads can't cope.

Cheshire East are proposing withdrawing the Sunday 130 bus service, how has your bus strategy been damaged by this?

Runners, passers-by, and existing workers at Royal London already exploit the convenience of Fulshaw Park South by parking and blocking safe access to the road, using the road as a meeting point for racing cars around Wilmslow, urinating in bushes opposite out house, knocking at our door for directions and other highly irregular and unacceptable requests. We are extremely anxious about how the nature of our road will be changed and potentially worsened by the opening up of this land to the public. I have asked the council to look at speed enforcement on Alderley Road near our house. Cars blatantly break the speed limit when coming to and from the bypass and severe noise disturbance is caused, particularly during unsociable hours by reckless drivers who insist on revving their expensive engines as they approach and leave the bypass. Will the council look at this considering the space west to Alderley Road will be in use by so many more pedestrians if plans proceed? How does the council intend on protecting parking rights on Fulshaw Park South? We already struggle with broken down /deserted cars, Royal London staff using the road as a parking place as well as joggers, walkers and roller bladers using the road as a convenient parking spot? This causes major disruption and danger on the road, particularly as cars speed into Fulshaw Park South from Alderley Road.

Already to much traffic generated on inadequate roads

We are extremely concerned with the location of the proposed vehicle access point into the new campass

site. The draft framework shows a 2 way road access to the north of the site which will mean heavy construction vehicles coming into and leaving the development just behind our boundary wall. This wall is 3 yards from our house. Also in the long term site through traffic into the development will mean further ongoing disruption with associated security issues. May we propose this vehicle access road be located further south and landscaping be put in place thus avoiding major disruption to this peaceful part of Whitehall Close. Better still surely an access road of this magnitude be better located off the bypass.
Key theme 2: but it isn't a highly accessible and connected campus.
will increase already worsening traffic gridlock in the area. Apart from a plan to increase road width at the site entrance to the roundabout, no thought has gone into this issue.
The approved new offices (16/2314M) and the accompanying 1,100 new car parking spaces will increase the traffic congestion on Alderley Rd. How will this increase in traffic be controlled safely? There was no clear plan to show how controlled access to and from the site would be delivered nor any detail to improve access to the dangerous A34 roundabout where the Alderley Rd goes over the Whitehall stream. With the current traffic flow this area urgently needs an upgrade even before this proposed development is implemented. Will the S106 Levy be used to provide Wilmslow with much needed nominally priced extra car parking? For example, a multi storey addition to the Broadway Meadow car park.
I worry about the increased traffic in the area as it is already congested.
To the immediate North of FULSHAW GATE is a, now, empty bungalow, also known as the Coach House. We need to know what will be done to that property even though it still appears as it is in illustrations. It is proposed to create a major entrance and roadway immediately to the North of that Coach House. It is also proposed to make a bus stop there. The Framework suggests that this new entrance and road will be used for construction traffic as the plan is implemented. That is a concern. So is the actual work of creating this access and road. Any work should be sure to mitigate the potential adverse impact on FULSHAW GATE: we should be consulted when a Construction Management Plan is prepared prior to work.
What will be the effect of increased traffic on Alderley Road from housing to the east and the campus changes? We request that we are directly advised of any planning applications so that we are fully consulted.
Key theme 2: accessibility - do not see how this improves at all. Wilmslow is already highly accessible.
roads are heavy congested
In tending to object to theme 2 above, and in support of the WNP policy to free the town centre of unnecessary traffic, I question the new access off Alderley Road for the primary route as this does not support this policy. I submit the primary route needs to be accessed off the A34 between the traffic island at Alderley Road and the railway bridge. Not only will this take traffic away from the town centre but will serve the whole site including any further development of Wilmslow High School offering a one way system to resolve the problems created by parents/carers picking up and dropping off of their young people at the school and the current shortage of parking on the school site. The current position impacts badly upon neighbours of the school and will create an intolerable situation for them should the school be expanded to accommodate an increase in student numbers brought with the number of houses coming with the Local Plan on the allocated sites at Handforth and Wilmslow. It is essential more parking facility is provided on this site than current Cheshire East policy dictates. Where current policy has been applied to local commercial developments it is now common practice for vehicles to be parked along the road as provided parking is full. The lack of parking in the town centre has now reached the point where employees are parking across the housing estates and companies are raising official complaints that this situation is impacting negatively upon their businesses. It is a case of new employers having to provide sufficient parking facility to accommodate growth and for their businesses to be sustainable.
The site is not ideal for offices... poor transport links, bad parking... just move to airport city... train... tram! It's too small, and the wrong location for a campus. It's offices and houses. With poor transport links!
What provisions are you making for the extra traffic?
The enhanced transport links, however, are considered to be a welcomed addition to the town.
The generation of considerable traffic under this proposal will put a considerable load on busy roads in the immediate area. What provision is being made for investing in new and improved road works to enable the avoidance of congestion especially at peak times?
major detrimental impact including: traffic generation and congestion
We are concerned at the adverse effect on Alderley Road of traffic generation, loss of mature trees and potentially dangerous new access points, one of which is close to the historic property, Blackbrook Cottage. The proposed bus re-routing is ill researched as the site is already serviced by buses at the main entrance to the site.
The Local Plan encourages walking and cycling, so why suggest a bus service into the site when the existing

service stops outside. It is preferable and indeed possible to avoid the destruction of this frontage. The Northernmost new access point is perilously close to a bad bend where there has been in the past a fatal road traffic accident, it is also close to Donkey Lane and the very difficult access to the builders merchant which is also the cause of periodic traffic chaos. If what the plan proposes were realised, the increase in traffic generated from this Eastern side of the road would be unwelcome, despite the present proposals for adding the third lane, especially at rush hour and it is our opinion that alternatives for traffic access and exit are looked at, for instance direct from the A34.
The proposed new access points to the site will have an adverse effect on Alderley Road of traffic generation. The northernmost new access point is potentially dangerous; there was a road traffic accident fatality at this point in the past.
The adverse impact on road traffic if the framework proceeds as illustrated cannot be overstated. The planned mitigation proposed in the outline planning consent is inadequate. Full traffic census and air quality measurement needs to be undertaken before any substantial development is allowed. Any planning approval(s) should require adequate infrastructure improvements to be completed before any new building construction commences.
It is not "highly accessible" nor ""connected"; the first part is disproved by the high number of vehicles parked every day on both the site & obstructing residents' homes & roads. Connected? One bus in each direction, M/c to Macc, every hour during the day. Oh, there is the railway over a mile away. Connected? No.
the locals will be left to pay the heavy price of increased traffic congestion on Alderley Road
The Road network in and around Alderley Edge and Wilmslow is already at or near full capacity. The general condition of the carriageways continues to decline with potholes and craters in evidence throughout the area. More traffic movement's will just add to the current transport problems with anticipated traffic gridlock at peak periods if this proposed development is given planning permission.
A large development here would inevitably increase traffic along Alderley Road, already suffering congestion mornings and evenings. Talk of a bus route in the site seems to be at odds with present plans by Cheshire East to reduce bus services in the area.
The additional traffic will have major implications for local infrastructure, which will have an impact on individuals and businesses considering Wilmslow as a viable option to live and work. Again, the impact on the local infrastructure I believe has not been fully considered and addressed by Royal London's plans. The additional volume of traffic, at any time of day, and especially at rush hour will cause gridlock, having a major impact on local children and workers.
Second, I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution and erosion of the Green Belt.
No provision has been made re additional school places, doctors or dentists, let alone the additional traffic that will be generated.
In itself the scheme seems fine. It is important to persuade Royal London to stay or, if not, make the site attractive for a similar purpose. The problem is access as the road from the Kings Head to the bypass is packed at peak times. My means of transport is a bicycle - I am 90 and have had strokes so I no longer drive - and because of the curves in the road it is already dangerous to turn right into Fulshaw Park South. You cannot see traffic coming from Wilmslow and cyclists are invisible to many drivers. To have to cross a second lane would make it even more dangerous. Would it be possible to organise it so that the major amount of traffic enters and leaves from the bypass? There is an existing access under the railway to the Prestbury Link Road island.
I strongly object to all the key themes displayed by Royal London, but have no opinion/am not sure on theme 2 - a highly accessible campus.
Summary / Key Issues: 1. The development of the site will lead to increased congestion and traffic on the local road network. 2. The new northern access and the consequential construction traffic will have an adverse impact on existing properties. The access shown is too close to properties on Whitehall Close. 3. The campus is not well connected or accessible. 4. Highways safety is and will become an issue – including with the introduction of new junctions onto Alderley Road. There is also a need for greater traffic regulation. 5. There is a lack of need for a new bus route through the site. 6. Existing bus services are infrequent.

Response to key issues:

1. The existing planning permission for office development on land to the east of the campus includes a requirement for works to improve the signal controlled access through the widening of the Royal London Campus approach, as well as other measures to improve traffic flows on Alderley Road. Any further development of the site (beyond the consented office scheme) utilising these access points may need to deliver additional highway mitigation works (on and off site) in order to provide appropriate access solutions. Future planning applications will need to be accompanied by a detailed Transport Assessment and appropriate mitigation measures identified and secured.
2. Any future planning application for the northern access will need to be accompanied by plans and a Transport Assessment, through which any appropriate mitigation measures will be identified and secured. The location of the northern access road and improvements to green infrastructure on the Illustrative Masterplan are indicative only and the details of these aspects will be determined by a planning application. Any such application will also consider the potential for other amenity impacts such as noise. It is proposed however that the master plan will be amended to strengthen the landscape buffer along the northern boundary and to move the indicative roadway southwards, away from the closest properties on Whitehall Close, as set out in the changes below.
3. A movement strategy as part of the Development Framework seeks to ensure that the site is accessible by a variety of sustainable modes of transport including public bus, walking and cycling with the objective of reducing reliance on the private car. It considers a number of initiatives to improve the connectivity and accessibility of the site including the provision of a new bus route through the site and improved pedestrian and cycle links between the living campus and Wilmslow Town Centre, Wilmslow Railway Station and the employment land allocation to the immediate east of the West Coast Mainline, as well as the wider area. These proposals seek to improve the existing situation and provide a more connected and accessible campus. Proposals to develop on the wider campus would be expected to be accompanied by green travel plans to maximise sustainable transport opportunities and minimise car borne trips.
4. Highway safety as a result of any development of the site would be considered as part of any future planning applications in a detailed Transport Assessment; where appropriate highways safety or traffic regulations measures would be identified and mitigated where appropriate.
5. A new bus route through the site will serve both existing businesses and future residents – making the site more accessible and connected. An on-site bus stop or stops would improve accessibility and directly serve the office and residential elements of the development, providing a more efficient way of serving the site by bus than the existing Alderley Road corridor.
6. The provision of a new bus route has the potential to improve the frequency of buses to the site, subject to discussions with bus operators. There is also an opportunity for the Royal London site to capitalise on proposals which seek to connect key locations in North East Cheshire, that could provide shuttle bus services that connect destinations across Cheshire's North East "Science Corridor", which covers the area between Knutsford and Macclesfield and extends northwards including the A34 corridor to Wilmslow / Handforth, as well as the A538 corridor to the Airport.

Changes to masterplan:

A landscape buffer has been shown on the Illustrative Masterplan along the northern boundary of the site – between existing residential properties and the proposed northern access road, which it is proposed is further strengthened.

The masterplan is clear in its Development Principles that any future planning applications will need to be accompanied by detailed Transport Assessments and appropriate mitigation measures identified and secured – therefore no further changes to the highways strategy are proposed.

Pedestrian & Cycle Access

Representations Received

The connectivity for pedestrians and cycles are only one way to Wilmslow. If you are intending connectivity for cycles and pedestrians you need to also connect this campus to the Alderley Edge side of the campus. There is a bridge under the railway which used to be a public right of way to the campus and the school. This should be reclaimed as an "ancient" ROW so that it will be possible to cycle from Wilmslow to Alderley Edge "off piste".

Also concerned about the potential intensity of use of Harefield Drive by increased cyclists and pedestrians on a road with a single footpath and designed before the current highway regulations.

Cycle lanes, paths and recreational facilities seem a good idea on the site as a whole.

I live in Alderley Edge and often walk to Wilmslow (the bus service is poor). The first part of my walk is across the fields to the A34 roundabout. Thereafter I have to walk adjacent to a very busy highway. It would be beneficial if one could cross (using the lights already in situ) the A34 and continue on a footpath through the proposed development (i.e. no longer adjacent to a busy highway).
The boundary wall to the south of FULSHAW GATE forms a wall to the carriageway that is proposed as a primary cycle and pedestrian route (page 39 of the RLDF) There should be concern to our privacy and amenity
The site is sustainably located and every effort should be made to create improved pedestrian I cycle links to I from Wilmslow (as per the CELPS Policy) and encourage those working I living at the site in the future to utilise the shops I cafes I facilities in the town centre.
Transition Wilmslow welcomes the proposals in the masterplan for improved connectivity and sustainability and the opportunities this gives to provide pedestrian and cycle access towards the town centre and Wilmslow railway station. However, we believe that there is a major opportunity at this site to provide improved footpath access to the countryside to both the residents / users of the Royal London site and to the wider Wilmslow community. We suggest that a further pedestrian access to Alderley Road be created to the south of the Alderley House with aa new pedestrian path created skirting to the south of Alderley House to link with the roundabout adjacent to the car park west of Harefield house. This would then link in with the proposed secondary pedestrian route north through the site. The advantages of such a link would be to provide a direct link from and through the site to the existing strong network of footpaths to open county side towards Alderley Edge Golf course to the West, and east to Alderley Edge and Wilmslow via the pedestrian crossing across the A34 bypass. In addition, we consider that further linkages could be made going north along the proposed pedestrian route towards Wilmslow with the potential to link up with existing public rights of way which lead to the Bollin Valley. A key part of this link would be to join up with either the potential pedestrian link through the land adjacent to Wilmslow High School or via the proposed secondary pedestrian route across the proposed playing field area south of Wilmslow High School. This footpath through the site could provide a very significant new link which would provide access to key corridors of open space countryside along Whitehall Brook and the River Bollin and onwards to the River Dean from Twinnies Bridge.
It appears connectivity of the site to Wilmslow and other places of interest will be provided on public open space passing behind Edgeway and emerging on to Holly Road North. If this is the intention then residents of houses backing on to this space along its length are concerned about their security and this will need to be addressed. This is the case too for residents in Harefield Drive whose houses back directly on to the Royal London development. In both cases, as well as security, there is a need for developers to provide essential landscaping and maintenance of this space and to plan with Cheshire East how any anti social behaviour along the route will be addressed.
Emery Planning is instructed by Mr & Mrs Lloyd to make representations to the above consultation, specifically in relation to their land at Harefield Farm which forms part of the allocation of site LPS 54. A plan identifying their land is enclosed for reference. The Development Framework does not cover all of the allocation; in particular it excludes our client's land at Harefield Farm. In principle we take no issue with this, as we consider that the details of the development of our client's land can be negotiated via a planning application. The Council is aware that our client will seek to develop all of their land, including the part which has been identified as 'Protected Open Space', following discussions with Wilmslow High School and the Education Authority over the best way in which to meet their future need for playing fields. The Council will recall confirming to the Inspector at the Local Plan examination hearing in relation to the site that this matter would be subject to further discussions and the Protected Open Space designation is not set in stone, if for example the land is not suitable for use as a playing field. However, we do have some concerns in relation to the draft Development Framework. In particular, the potential to provide pedestrian and cycling access through our client's land, via the footpath linking with Holly Road North, is only shown on the final illustrative masterplan as a 'potential' cycle/pedestrian link. It is also not mentioned anywhere else within the document, including under key principle 5 which deals with connectivity and sustainability. We consider that as drafted, the document provides no certainty that the link would be delivered, and it therefore represents a significant missed opportunity in terms of the future development of the site. Our client's site, which forms part of the allocation, provides the most direct link through to both the High School and the railway station, via Holly Road North and Broadway. During the process of allocating the

site, the Council specifically asked our client to confirm that providing access through their site to Holly Road North would be acceptable in principle, which our client was happy to confirm. Indeed we have met with the Council on several occasions and this has always been identified as a key objective for the Council. We are therefore surprised that it is not specifically identified as a development requirement within the document.

Policy LPS 54 in the Local Plan Strategy requires the provision of pedestrian and cycle links and associated infrastructure. The site specific principles of development include providing improved connectivity and access into the site to the wider local area (including Wilmslow railway station), through the provision of appropriate linkages. Turning to the Local Plan evidence base, the Final Wilmslow Site Selection Report concluded in relation to promoting sustainable modes of transport:

"Well located to Wilmslow and within walking distance of the railway station and bus routes; would provide new pedestrian and cycle links."

We assume that this a reference to the footpath linkage through to Holly Road North, as no others are proposed as part of the Development Framework that would link the site with Wilmslow and the railway station.

As drafted the consultation document would also create uncertainty in relation to an application for the development of our client's part of the allocation. Specifically, it would not be clear whether a pedestrian and cycle link needs to be provided through our client's land. The whole purpose of the Development Framework is to provide certainty over the intended development of the site, including how the different parcels link together.

To conclude, we consider that the Development Framework should be amended to highlight the requirement to provide pedestrian and cycle access through the residual part of the allocation to the north (i.e. via our client's land) through to Holly Road North, as always envisioned by the Council. The illustrative masterplan should remove the word 'potential' in relation to the link, to provide sufficient certainty that it will be delivered as has always been envisioned by the Council.

This concludes our comments on the consultation document. We look forward to further discussions with the Council in relation to the development of the site and the provision of the pedestrian and cycle access.

Summary / key issues:

1. Cycle and pedestrian access to Alderley Edge should be improved.
2. Concerns regarding the increased use of Harefield Road by cyclists and pedestrians.
3. Concerns associated with the privacy of Fulshaw Gate.
4. New pedestrian and cycle links should be encouraged.
5. There is potential to introduce a new pedestrian link to the A34 roundabout to the south of Alderley House.
6. Further pedestrian links should be made to the north of the site to link with existing rights of way that lead to the Bollin Valley.
7. The 'potential' pedestrian link through Harefield Farm should be formalised.

Response to key issues:

1. The area surrounding the site has good accessibility for pedestrians, with high quality footways provided on both sides of Alderley Road and a controlled crossing on Alderley Road. To the south, there are controlled pedestrian crossings provided at the roundabout on the A34 Pendleton Way and A34 Melrose Way to link to Alderley Edge, which are connected to Alderley Edge to the immediate south of the A34 bypass by Strategic Footpath FP46 (Wilmslow) and Strategic Footpath FP47 (Alderley Edge). The Development Framework supports these links from the site to the Alderley Edge footpath network (via Alderley Road).
2. Harefield Drive is an adopted highway and its use by pedestrians and cyclists to/from the Royal London site already forms part of an approved strategy in the planning permission granted by CEC in 2016 for new offices. The Development Framework seeks to improve connectivity for pedestrians and cyclists between the site and Wilmslow town centre and railway station, so as to reduce reliance on the private car. Proposals for development of the wider site should build upon this position to further enhance the sites sustainability credentials. Any planning application with potential for impact upon Harefield Drive would assess the implications on a range of issues, including amenity, safety and suitability for use.
3. There is an existing pedestrian access point to the Royal London site off Alderley Road adjacent to Fulshaw Gate. The Development Framework seeks to ensure a well-connected site and encourage pedestrian (and cycle) use so as to reduce dependence on car borne journeys, especially at a local level. Any planning application with the potential for impacts upon Fulshaw Gate would need to assess such impacts and, where necessary, mitigation would be required.
4. The Development Framework encourages the use of existing and new cycle and pedestrian links. The Development Framework seeks to ensure that future development proposals will enhance

existing pedestrian/cycle links both within the site and to the wider area to maximise the advantages of the site's proximity to the wide range of facilities within Wilmslow town centre and the railway station.

5. Land to the south of Alderley House contains an important area of mature woodland as well as Whitehall Brook, which constitute significant physical constraints to providing any access across this area.
6. The Illustrative Masterplan indicates both proposed and potential pedestrian routes to the north of the site, which link into Wilmslow Town Centre, the railway station and the Bollin Valley Way (to the north of the Railway Station). Detailed planning applications will identify how and where these connections are made. The text within the Development Framework has been strengthened to highlight that these links could improve connectivity to existing public rights of way that surround the site, and wider public rights of way such as the Bollin Valley Way.
7. Pedestrian and cycle connectivity through Harefield Farm is indicated as a potential future link, as the site is in private ownership and outside of the Development Framework boundary. Future planning applications for the Royal London site may set out the location and detail of any prospective link through the Harefield Farm land, if feasible, to further enhance connectivity to Wilmslow rail station.

Changes to masterplan:

The Development Framework supports links from the site to the Alderley Edge footpath network (via Alderley Road) and text in the Development Framework has been strengthened to make this clear.
An enhanced green infrastructure buffer has been included on the Illustrative Masterplan to the north of Fulshaw Gate to protect amenity to the north of this property.
The text within the Development Framework has been strengthened to highlight the links to the north of the site and how these could improve connectivity to existing public rights of way that surround the site, and wider public rights of way such as the Bollin Valley Way.

Loss of Green Belt/Countryside/Landscape

Representations Received:

I am opposed to further development of Green Belt land.

I do object to Cheshire East Council to building over everything that looks Green.

Would you not agree that leaving open green space is far more convincing in terms of creating Key theme 3: A unique place built on landscape and heritage strengths?

This is a developers' charter in league with the council to enrich the pockets of the site owners as greenbelt land value is pushed into land for development, seeing a huge increase in land value for the owners. Further development is planned after removing the greenbelt obstacle. The plans destroy greenbelt, Grade 1 farmland increasingly needed for food production, the last open view to Alderley Edge hill.

The residential development area marked in yellow on page 33 (item 7, The Illustrative Master plan map) is green belt land. Some of the Green belt land should be gifted by Royal London to Wilmslow Town Council as part of the S106 (Requirement & Community Infrastructure) Levy if this campus redevelopment goes ahead.

I object in particular to building on greenbelt land, especially new housing. The council should not be bullied by this corporation that threatens all relocation options are 'on the table'.

I object strongly to the destruction of the open agricultural fields to the West of Alderley Road; this is the only green space between the border and the town as one approaches from the South. The proposal of 75-80 proposed houses goes completely against the grain of the area and does not comply with the Design Guide for the three Wilmslow "Parks", a long-standing document, which is even more valid now than when it was written. There are no exceptional reasons to build on this land; the Prime Minister and Business Secretary are on record as being opposed to Green Belt encroachment; I do not believe that the proposal for these fields meets the Government's planning framework guidelines.

Section 4.2 supposedly deals with "Land to the West of Alderley Road" but the majority of it is repetition about land to the East:
"2. Land to the west of Alderley Road Land to the east of the existing campus, located adjacent to the West Coast Mainline comprises open land bounded by hedgerows and contains some sporadic individual trees. The topography of this area falls from its highest point in the south west to the lowest in the north eastern corner. To the
immediate north of this land is Wilmslow High School's playing fields and established residential areas forming part of Wilmslow's urban area.

There are no public rights of way, watercourses or built form within this land. Land to the west of Alderley Road is characterised by mature trees and hedgerows along Alderley Road and some mature trees within the body of the site, mainly in its southern extent." These last few words are all that I can find about the destruction of these agricultural fields!
I suggest it is flawed from inception, The site would be ideal as a cloege but it is a green belt site that cannot be removed in breach of Govt planning policy.
Keep the fields as green built.
My main objection is the destruction of the green spaces which currently exist on both sides of Alderley Road. This is lovely area and delightful gateway to Wilmslow which will be spoilt by more building especially the house building on the West side of Alderley Road which is green belt!
When I purchased my property, I was informed that the land to the west of Alderley Rd had a covenant on it and that no building would be allowed. I don't know how this has been allowed to be over turned.
We recognise that an area of land on this site was designated green open space is these green areas status to be cancelled? If so when was this enacted? It must be a important requirement to provide open areas near the town centre for future generations. The perceived density of this outline proposal seems to aim at expanding the town of Wilmslow into city status not a town with reasonable areas near the town centre which are green and open.
The wholesale destruction of a valued "Green Gateway" into the town eradicates a unique characteristic of the area. The inevitable result being the destruction of a primary 'gateway ' into Wilmslow, which the Planning Inspector, who examined the Local Plan, indicated should be retained and enhanced. The Wilmslow Civic Trust accept the need by Royal London for a new office complex to meet their needs for the future alongside improved immediate infrastrucure but deplore the unneccessary resulting consequencies of further development on the surroundings. Contrary to the intent of the emerging Local Plan and Neighbourhood Plan and deliberations and requirements of the Inspector of the Local Plan. Naturally the loss of greenbelt is regretted for unneccesary purposes. To leave open, as the need for housing is unsubstantiated, then it is preferable to leave much of the Royal London land open space, say for school playing fields. The Wilmslow Civic Trust object most strongly that Cheshire East Council reversed its stated policy for this site which has been removed from the Status of 'Protected open space' which had been agreed and confirmed with the Member of Parliament for Tatton and the Leader of Cheshire East Council, in a letter dated Friday 14th December 2012. both acting for and on behalf of the Council. This site was formerly in the Green Belt.
The document is full of meaningless platitudes, majoring on repetition, misinformation and is certainly not being fully frank, open & truthful The document is a sham of an exercise, especially as there is no doubt that a high degree of secretive collusion with CE has ensured this "master plan" to destroy the green & pleasant entrance/exit to Wilmslow, not to mention the Green Belt which RL inherited to be a custodian of same for the benefit of Wilmslow's residents, which the company, in collaboration with CE, has fought to destroy for monetary gain. It will be the folk of Wilmslow & Alderley Edge that will PAY THE COST OF THE RL MANAGEMENT GREED.
I object to Royal London developing this site to include Green Belt land. Why should RL build houses on this land when it is nothing to do with their business. Residents of Wilmslow chose to live here for a good reason not for it to be destroyed by a business which has outgrown its location. It is time they looked for another location and we had another business located there with a clause for no further development. Not a chance as Cheshire East seem hell bent on this project. Cheshire East should be independent and not in collusion with the development. What part of No does RL or Cheshire East not understand!
The demarcation between Alderley Edge and Wilmslow will be further eroded and Government Policy which promotes the retention of the Green Belt, to avoid “urban sprawl” is simply ignored. In my opinion the only organisations who are set to gain from this proposal are the property speculators and builders not forgetting the local authority who will also gain by increased Rates Revenue. Sadly the local community will have to live with the consequences of this ill thought out development for many years to come. It is my opinion that this ill-conceived project if permitted will be damaging to the local communities of Alderley Edge and Wilmslow and for this reason I strongly object to the proposal for all the reasons previously given.
This sort of over development is not what the Green Belt should be sacrificed for. Eric Pickles stated that housing should not take priority over existing Green Belt, but like most Conservative promises Cheshire East appear to have ignored promises previously made.
I am extremely concerned that yet again, as a local resident, we are required to share our concerns in relation to the major development of the Royal London site. The proposed additional housing off Alderley Road will significantly reduce the green belt enjoyed by not only local residents, but visitors to our area. I

would urge East Cheshire Council to reconsider their involvement with this project, think about the environment and the overall view of Wilmslow - one of a green belt, family friendly, lovely place to live, not a congested bland mass of housing, hotels and no green spaces.

Inappropiate use of green belt; eg building of hotel.

I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution and erosion of the Green Belt. The division between ALDERLEY Edge and Wilmslow will be diminished by another example of unchecked urban sprawl. The planning department has recently approved and seen the erection of two disgraceful buildings in Wilmslow namely a carbuncle of a multi storey car park closely adjacent to residents, who now have to suffer the view, noise and light pollution of this atrocity. The other example is the unbelievably unsightly, ridiculously tall and compressed block of flats adjacent to Wilmslow health centre. I am utterly dismayed, constantly disappointed and appalled by such planning developments and the current one is another example. In summary, I object to the proposal in the strongest terms. Sadly, however, I anticipate that these comments will have no impact and that as usual this consultation exercise is for appearances only.

I strongly oppose any development on green belt land.

Thanks to the local plan being passed, part of the development will take place on what was formally greenbelt land. I object to the fact that greenbelt land is being used to develop houses that are not required to fulfil the numbers needed as outlined by the local authority.

It's a unique place... it's green belt
It's important to keep the site green built to stop Alderley edge and wilmslow becoming one town.
There is no need for a new campus site. This is marketing nonsense. It's currently a campus and has about as much life as a corporate office... I. E none. It will in fact be less campus like as it will be surraounded by more houses....rather than green...
Suggest... cut the nonsense, either leave it as it is, or build just houses, with green space... which is more profitable for the owner and the council.

It is a very green area and the development represents a considerable loss of open space. Rather than just better peripheral planting the ecological strategy needs enhancing.

Summary of key issues:

1. Objections to the loss of Green Belt land.
2. The proposals will diminish the countryside and landscape and result in a loss of agricultural land.
3. Objections to the loss of greenspace and green gateway into town.
4. The site should be retained as open space or greenspace.
5. The proposals will cause urban sprawl between Alderley Edge and Wilmslow.

Response to key issues:

1. The Cheshire East Local Plan Strategy has now been adopted on 27th July 2017, following examination of the merits of the site by an Independent Inspector. As such, the site is no longer in the Green Belt and is allocated for a mix of uses in the Cheshire East Local Plan Strategy.
2. The site does not lie within a protected landscape area and there are no landscape designations within or in the immediate vicinity of the site. However, the Development Framework has sought to sensitively integrate proposals into the mature landscape setting, such as where the existing vegetation and trees at the field boundaries and edges of the site make a positive contribution towards setting and visual amenity. If appropriate, future planning applications would be accompanied by a Landscape and Visual Impact Assessment ("LVIA") to ensure that the key landscape characteristics of the site are assessed and appropriately retained/ enhanced.
3. The Development Framework seeks to retain the green approach to Wilmslow along Alderley Road. Any development proposals should respect the landscape setting and heritage character of the site in line with the Key Development Principles. Green infrastructure will be incorporated into future the proposals and key existing features such as boundary hedgerows and important trees should be retained, reflecting the site's location as an attractive gateway into the town. A key objective of the Development Framework, in line with the Local Plan policy for the site, (LPS54) is to retain and reinforce the established green corridor along Alderley Road.
4. The site is now allocated in the Cheshire East Local Plan Strategy for a mix of uses. However, the Development Framework has sought to sensitively consider how the provisions of the Local Plan might be delivered, including by incorporating new areas of open space and green infrastructure.
5. The proposals will not cause the coalescence of Alderley Edge and Wilmslow, with the closest built elements of the site (which already exist) being more than 750m from Alderley Edge. The A34 and West Coast main line also form a significant and long term physical boundary.

Changes to masterplan

No changes proposed.

Capacity of Local Infrastructure (not including highways)
Representations Received
I am concerned about the school places required for the residents of the 175 planned houses. South Wilmslow primary schools are full and the high school has expanded this year for a bigger Y7 intake. The S106 funding will not necessarily be used for developing school places and the plans to increase the number of school places is not keeping pace with future demand.
Without further infrastructure and local services the already stretched community will not be able to cope. For example, try getting a dentist or a doctor as it is.
The local GP practices are already flat out, and will be further impacted by the addition of two major retirement housing complexes.
Finally the local hospitals seem to have no capacity to address significant growth in patient numbers.
I think as a core requirement Cheshire east needs to build an additional school
If as a community we are prepared to invest significantly in the necessary infrastructure, then perhaps the suggestion has merit, but given the current financial climate it seems incredible to believe that the money exists to do anything but minimal changes. We can aspire to be different; to have more people walk or cycle to school and work, and to have healthier lifestyles reducing healthcare demands but time and time again human behaviour and an ageing population has proven this to be unattainable. I trust the council considers this in any decision making process around the framework and its elements.
Delivering the needs of the market' and all these other fine words can be stripped down to maximising shareholder value to the detriment of the environment and local community who's schools are already oversubscribed
What provisions are you making for the extra schooling, medical facilities?
No provision has been made re additional school places, doctors or dentists
Inadequate provision of community services such as doctors, schools and public transport.
The town of Wilmslow cannot sustain the increased need for schooling and medical care, that would be required with this proposal.
Summary of key issues: 1. Concerns around the capacity of local schools to serve new housing 2. Local services (such as GPs, dentists and hospitals) are already stretched. Additional jobs and residents will exacerbate this.
Response to key issues: 1. As detailed planning applications for housing come forward, any requirement for infrastructure such as education facilities, highways, community facilities and services will be assessed. Any contributions through planning agreements required to local infrastructure will be negotiated as these applications are brought forward. 2. As detailed planning applications for housing come forward, any requirement for infrastructure such as education facilities, highways, community facilities and services will be assessed. Any contributions through planning agreements required to local infrastructure will be negotiated as these applications are brought forward.
Changes to masterplan:
No changes proposed

Heritage
Representations Received
An actual archaeological survey of fields needs doing.
Historic England is the Government's statutory advisor on all matters relating to the historic environment in England. We are a non-departmental public body established under the National Heritage Act 1983 and sponsored by the Department for Digital, Culture, Media and Sport (DCMS). We champion and protect England's historic places, providing expert advice to local planning authorities, developers, owners and communities to help ensure our historic environment is properly understood, enjoyed and cared for. We have been consulted on the document for the Royal London Development Framework on the 23rd June 2017. Having reviewed the provided information, we have concluded that the site would not impact on any designated assets that would result in our involvement; as such we have no comments to make. It is noted, however, that two grade II listed buildings are located adjacent to the site, Fulshall Hall and its

coach house. It is for the Local Planning Authority, and their specialist heritage advisors, to consider any potential impact on these designated assets and we recommend that they are consulted accordingly.
A demolition and rebuild of the beautifully landscaped Royal London HQ will trash an iconic building in the Wilmslow landscape.
I feel it is important that the proposed development maintains the character & setting of the Listed Buildings and that they continue in active use. I feel it is important that Listed Buildings are used & maintained to stop them becoming derelict and 'at risk'. I feel it is important that the proposed development maintains & enhances the setting / character of the heritage assets, including the Listed Buildings at Fulshaw Hall and the Coach House. I support retention of the historic buildings and positive features while replacing dated / tired built form. Once again, it is important that new development maintains the setting / character of the listed / historic features.
Whilst an overview of the Royal London Campus is provided within Section 4 of the RLDF, it is considered that the RLDF should acknowledge the presence of FULSHAW GATE and impacts on the amenity of our family. FULSHAW GATE is a large private residence set within mature gardens surrounded but not part of the Campus. The house, though not listed, is, in part, of a similar age to the COACH HOUSE that is within the plan as part of a “mixed use heritage”. Parts of the house were once a dairy for FULSHAW HALL. It is patently clear that any planning application that affects the COACH HOUSE or FULSHAW HALL should consider FULSHAW GATE ,just as anything we propose will have impact on the heritage assets. The document states that the key principal 7 is preserving heritage assets. In requiring and Planning Application to be accompanied by a Detailed Heritage Assessment to understand the impact and appropriate mitigation measures, FULSHAW GATE should be included in the assessment. Because of the proximity of FULSHAW GATE to the listed buildings the house has a clear view into the courtyard between those buildings.
Having attended the public consultation and read the consultation documents online, our comments are as follows: It is our view that historic designed landscapes are a principal factor in making Cheshire East such an attractive place to live, work and play. They contribute to the economy by attracting business investment and skilled workers. Such heritage assets are finite and require greater consideration and safeguarding in the planning process. We regard the historic landscape of Fulshaw Hall and the high quality late 20th century designed landscape of the Refuge Assurance development as non-designated heritage assets. It is essential that a full assessment of these designed landscapes is undertaken to determine their significance prior to any decisions being taken on the strategy for redeveloping the site. The draft Framework Document states that "central to the vision is the aspiration to create a 'Quality of Place' through retention and enhancement of the special setting of the site by making the landscape assets an integral part of the living campus offer"(Key themes p6). The Cheshire Gardens Trust supports wholeheartedly this aspiration because the existing landscape character of the Royal London site is of a very high quality and is one of the most beautiful mature landscapes to be found anywhere within the Wilmslow and Alderley Edge environs. However, we do not believe that this aspiration is consistent with the stated intention of the draft Development Framework to demolish Royal London House. Our comments are intended to be positive and constructive, to better guide the appropriate future development of this important site for Cheshire East.
We are very concerned that there is a total disregard for the historical aspects of this area, with what appears to be a subliminal wish to replicate Alderley Park in a smaller form but with the same infrastructure input. We are concerned that there is reference to the unsuitability of various other buildings on the site and inference that demolition could follow.
Fulshaw Hall [grade 11 listed]and other buildings on the Royal London site, such as the Coach House and Harefield House built in 1860 are of important historical value and on the local list of Heritage Assets and are very close to the Northern access point.
The proposals threaten indicate the possible demolition of Harefield House and Pleasure Garden; a property which dates from the 1860s
It would be a "unique place built on landscape & heritage strength" if the heritage buildings remained intact. But the RL has plans to destroy all the "heritage" sites, including the current H/q built by The Refuge. Now that company had a sense of heritage & ensured it was a "a place to work".
Transition Wilmslow welcomes the recognition given in the master plan to:

Preserving the valuable heritage assets on the site and intention to take account of the Fulshaw Park Development Guidelines for residential development.
Access and connectivity

I object strongly to the proposed demolition of Royal London House. This is a beautifully designed building which responds superbly to its context - one of the finest examples of post-modern architecture to be found in the north of England. it is certainly one of the best examples of 20th Century architecture in Wilmslow which received a RIBA award on its completion in 1990. It is beautifully proportioned, has been constructed from high quality materials and has a wonderful relationship to the natural landscape. It also represents cutting edge technology of the 1980s in sustainable office design as a mixed mode building which maximises natural ventilation systems and lighting. In my opinion, it could easily be updated to suit modern office requirements.

I have tried to understand the Draft Development Framework document but it is written in a highly conceptual language. It is therefore vague and couched in such aspirational terms as to be capable of interpretation in many ways. For example: it is unclear which of the illustrations accompanying the text are taken on the site or in some other environment or which represent the current state of a particular location and which represent the 11developed11 state. Also, for example: a number of the 11heritage" preservation objectives are qualified by all sorts of statements like 11as far as is practicable" or "within constraints" of various kinds. This raises the concern that once a Development Framework is sanctioned then, subsequent more detailed plans, will be able to reference these constraints and qualifications in order to justify detrimental and damaging impacts to the area.

Summary of key issues:

1. An archaeological survey of the fields is required.
2. Royal London House is an iconic building of architectural merit
3. The proposals should maintain and enhance the character and setting of the listed buildings
4. Any planning application/heritage assessment that affects Fulshaw Hall or the Coach House should consider Fulshaw Gate
5. The historic landscape of Fulshaw Hall and the 20th century landscape of Royal London House should be non-designated heritage assets
6. Proposals for the northern access are too close to Fulshaw Hall and the Coach House.
7. Concerns regarding the demolition of Harefield House

Response to key issues:

1. A heritage and archaeological appraisal has been carried out by Orion Heritage. This assessed the archaeological potential of the site and the potential for any development impact on heritage assets. The site has low potential for archaeological remains from prehistoric and Roman times. The majority of the site also has low potential for archaeological remains for medieval and post medieval dates apart from an area at the south western edge of the site close to the A34 roundabout that has moderate/high potential for medieval and post medieval remains associated with a non-designated Medieval moated site. There has been no evidence encountered within the appraisal that suggested remains of national importance are likely to be present at the site.
2. Royal London House is a bespoke built office building constructed in 1987, which is not a designated heritage asset nor locally listed. In addition, it is not readily adaptable to modern office occupier requirements. Adapting Royal London House would require very significant investment to meet the needs of a modern business. Significant feasibility and viability testing has been undertaken by RLAM that has considered a range of possible options for Royal London House, including refurbishment and remodelling. This exercise has concluded that, at present, options for the reuse of Royal London House are inefficient and not commercially viable and, as such, redevelopment represents the most appropriate way forward.
3. The Development Framework seeks to ensure that the two statutorily Listed Buildings (Fulshaw Hall and the Coach House) and their respective settings are preserved and where possible enhanced as part of the development of the site. Any planning application which could impact upon the setting of listed buildings or any other undesignated heritage assets must be accompanied by a Heritage Assessment to assess the significance of any impact and identify any appropriate mitigation measures which might be required. The results of this assessment should inform development proposals with the aim of avoiding harm to the significance of heritage assets unless that harm is clearly justified in accordance with Paragraphs 133 and 134 of the NPPF.
4. The landscape value of the site and surrounding areas has been assessed by DEP Landscape Architecture Ltd. The site does not lie within a protected landscape area and there are no landscape designations within or in the immediate vicinity of the site. If appropriate, future planning applications would be accompanied by a Landscape and Visual Impact Assessment to ensure that the key landscape characteristics of the site are assessed and appropriately

retained/enhanced. 5. Harefield House is not a designated heritage asset nor is it locally listed. Furthermore the building is currently underutilised, fragmented, has an inefficient layout and would be difficult to remodel to provide modern office space or to adapt for alternative uses.
Changes to masterplan: No changes proposed

Trees, Ecology & Green Infrastructure
Representations Received
It looks great but maintains the leafy look.
With the bypass wildlife movement corridors are hampered so careful thought to wildlife links to other areas needs to be given.
Very concerned that the northern end of the Royal London mixed development site does not provide a sufficient green micro-diversity buffer with the existing housing on the west side. This needs indicating in the enhancement of the remaining site. The illustrative masterplan needs to increase the enhanced green infrastructure not just for the site but for the surrounding areas that rely on the site to balance the wildlife in Wilmslow.
Why does the landscape enhancement plan require the creation of the open space to be public on the southern extent of the land to the west of Alderley Road?
I feel that there needs to be a landscaped buffer zone at the southern / eastern edge of the site to maintain the green space and screen the proposed development. This will help reduce noise from the road & railway line along the site's borders.
I support the proposals for green infrastructure and feel this is greatly important.
The landscape enhancement feature is welcomed.
The report states that is has evaluated existing trees. We would like assurance that the arboriculture survey included the trees between FULSHAW GATE and the northern Coach House, given that Royal London only bought that property during May. Those trees are part of our amenity.
The key themes offer very fine words but I find them very misleading. Key theme 1: how does it encourage people to relax and how will it benefit the community. Preserving the landscape would do more to meet his need.
major detrimental impact including: loss of mature trees.
We are concerned at the adverse effect on Alderley Road of loss of mature trees
Any development strategy for the site should show serious intent and establish responsibility for the retention and maintenance of hedging and green verges on site and adjoining Alderley Road
The approved widening of the road up to the A34 roundabout shows, in detail, the loss of about 20 or so trees. The planning approval makes this necessary and should help somewhat in relieving the rush hour traffic at this point, albeit at the loss of an ancient bridge parapet and woodland. But there is a limit and further upgraded openings as shown above is beyond the need for this site. It is expected that any trees lost during development be replaced in full elsewhere within the scheme. In conclusion the development as proposed gives scant regard to the mature wooded roadscape that the emerging Local Plan, the Planning Inspector, and the emerging Neighbourhood Plan consider an asset to Wilmslow and which has to be preserved.
Calls for the retention of the hedge and tree boundary along the Alderley Road whereas :- [Page 45. 15.371] Describes it as 'only if possible with likely mitigation.' This a non negotiable point and is covered in the detail design guide for CS26 below. At least it is noted that there should not be any individual house accesses direct onto the Alderley Road, perhaps a good idea since the hedge and trees are to be retained. The Northern portion of approximately 2.05 Ha designated for housing at a density taking regard of the Inspectors request to follow the SPG Note 2004 as mentioned above. Which is bound to result in a total build significantly less than the 75 no. shown in the documentation, and apart from one access point to the development, shall retain the existing hedge and trees with a 10 metre wide wildlife strip maintained along the inside of this boundary. The wildlife strip, hedge and trees be made the responsibility of Cheshire East Council for maintenance with the hedge being cut on an annual basis. The remainder of the site to be landscaped and retained as Public Open Space, under the stewardship of Cheshire East Council. The Public Open Space could possibly benefit from the part removal of the hedge with retention of the trees, thus opening up to a visual articulation of the boundary line on the approach to Wilmslow.

The proposals as presented indicate the destruction of a primary "green gateway" into Wilmslow, not least because of loss of mature trees.

Transition Wilmslow supports the overall vision as it:

- Fully recognises the need to work with, maximise the use, and potential of the existing high-quality landscape for both environmental and design purposes to create a distinctive sense of place for the new development.
- Recognises the physical and environmental potential of the site to create a new environment with a distinctive" spirit and quality of place" which has the potential the needs of 21st century living with regard to sustainability issues and design proposals.
- Recognises and gives emphasis to important, but sometimes unrecognised issues, of quality of life, health and wellbeing and fostering community.

Transition Wilmslow welcomes the recognition given in the master plan to:

- Maintaining and enhancing the green entrance to Wilmslow through the proposals for enhanced green infrastructure to both the East and West of Alderley Road and the location of new development away from Alderley Road on the east side. We also note that the green entrance will be further enhanced with the inclusion of an area of green space to south of the site to the west of Alderley Road. There is potential in a the Wilmslow Neighbourhood Plan to further protect this with a Local Greenspace designation.

Health and wellbeing is major focus in the vision. Transition Wilmslow considers that it is essential that successful delivery of both principles KP2 and KP3 landscape quality and green infrastructure is achieved in conjunction with the open space and sports facilities identified in KP1 as all three principles are essential components to support delivery of the vision "to provide a campus that promotes personal well-being."

It is good to see the scheme leaves some green space at the south end of the proposed houses on the west side of the road. Green spaces are important, I don't want my great grandchildren to inherit a built up area stretching from Alderley Edge to Rochdale.

The call for improved accesses plus an extra for a bus route, with attendant increase in land take for wider carriageways and visibility splays will inevitably result in a loss of trees. The very opposite of the ethos of the Local Plan and the Inspectors intent for this frontage. We can see no reason for diverting scarce and diminishing bus services into this site with the unwelcome result of the loss of trees destruction of, at present , a pleasant Streetscape.

Many of the mature trees and other planting which were retained when Royal London House was constructed are in an extremely close relationship to the building. It is unlikely that these could be retained if that building were to be demolished. Furthermore, the landscape which was created during the 1980s as part of the Refuge Assurance development is intimately connected to the form and levels of the building. It has now matured to become a unique example of landscape design from that period which would inevitably be lost if the building were demolished. This would apply even if a new building were to be constructed on the same footprint (as is indicated on the draft master plan) due to the demolition and reconstruction process.

Summary of key issues:

1. Concern regarding the loss of trees / mature trees.
2. Wildlife movement corridors need to be considered.
3. The northern edge of the site does not provide a sufficient green buffer to existing housing.
4. Does open space need to be public to the west of Alderley Road?
5. A buffer zone is required to the South East of the site.
6. Assessment of trees between Fulshaw Gate and the north of the site.

Response to key issues:

1. An Arboriculture Survey has been undertaken by arboricultural consultants Tyler Grange. There are a number of TPOs present on the site which have been assessed by CEC and Tyler Grange. The Development Framework seeks to ensure that high quality existing trees are retained wherever possible and positively managed to support the existing important landscape character that they provide. This includes trees along the Alderley Road boundary (west and east sides) as well as areas of woodland to the south of the existing campus site. Landscaping and planting should be encouraged to further contribute to improving landscape character, such as a strengthened green frontage to the west of Alderley Road. Future planning applications for the site should be accompanied by an Arboricultural Impact Assessment, where required, to understand to impact of any development proposals on existing trees and to identify any required mitigation.
2. Any development proposals will seek to retain important tree groups, where possible, and provide green infrastructure throughout the site. Ecological mitigation identified as part of the existing outline consent for offices on land to the east of the campus, as well as new areas of habitat comprising ponds and woodland planting, will be provided to enhance the ecological value of the

site and mitigate potential losses. Where required, future planning applications would be accompanied by further Habitat Surveys to assess the potential for species and to identify any mitigation required as a result of development proposals.

3. An enhanced landscape buffer has now been included on the Illustrative Masterplan along the northern boundary of the site between existing residential properties on Whitehall Close and the proposed northern access road.
4. Planning Policy guidance at national and local level requires new housing developments to provide public open space. The proposed public open space will provides benefits, not only to new residents, but to the existing community.
5. Enhanced Green Infrastructure is proposed to the south east of the site, to mitigate the impact of the railway line.
6. An assessment of trees surrounding the northern access has been undertaken. The detail of this assessment including any proposed impact or loss of trees will be set out in a future planning application for the northern access.

Changes to masterplan:

An enhanced landscape buffer has been included on the Illustrative Masterplan on the northern boundary of the site – between existing residential properties and the proposed northern access road.

Amenities & Ancillary Uses

Representations Received

The living campus is a good idea, especially if the hotel and restaurant are of a good standard and offer something not already in the area. Well-planned open spaces and recreational facilities are good. (Good public) tennis courts would be a bonus.

In line with Policy CS 26 it is suggested that consideration should be given to widening the uses in "mixed heart" to explore other community uses which could complement the existing proposals e.g for community cultural/ educational use or new amenity uses identified in an emerging neighbourhood plan which cannot be located in the town.

This could enhance the linkage with the town, support the "local economy" at the new Royal London site and make it more of a "destination point" for Wimslow and Alderley Edge residents. Bringing more people in could ensure that it is not become a "dormitory location" and could support the proposed ancillary uses of food beverage outlets and coffee/meeting hub.

Evening or weekend activities might also be able to benefit from a possible multi use of car parking facilities.

Transition Wilmslow supports the provision of nursery /creche facilities but still questions whether is demonstrable evidence for the need for a hotel.

We have very significant concerns around the extent of the 'complementary uses' that are mentioned. The draft development framework refers to a range of 'complementary uses' including convenience retail I commercial and food and drink uses etc. The list is quite extensive, and is also accompanied by a footnote which states 'Note that this is not intended to be an exhaustive list and other uses may be considered on their individual merits'.

We believe all of these 'complementary uses' should be considered on their individual merits at the time of a future planning application, when they can be fully assessed, not deemed as appropriate at this stage. It should not be for the Development Brief to introduce new uses which are clearly not stated in the CELPS.

As a general observation, the document references a number of complementary uses but there is little information over the quantum and detail of this. Further detail is required to ensure that these remain ancillary to the employment offering.

It is already within easy walking distance and is very convenient and there is simply no requirement for such facilities to be provided on site and certainly not to be proposed (or supported) by way of a development framework document, which takes no account of impact or other issues arising from such a proposition.

Summary of key issues:

1. Well planned open spaces and recreational facilities would be beneficial.
2. The site could support ancillary food and drink uses to better link it to Wilmslow.
3. Potential for evening and weekend facilities.
4. Support for a crèche
5. There are no requirements for facilities on site given its proximity to the town centre.

Response to key issues:

1-4. Providing amenities is a core theme of the Development Framework. The intention is that the new amenities that are proposed on the eastern part of the site, centred on the current campus – such as a

restaurant, gym, hotel, shop, café and health/recreation uses – would be accessible to the local community. The Development Framework, however, does not set out how these amenities will be managed and accessed in the context of the construction and delivery of new office uses – the detail of which would be set out in future planning applications. CEC and Royal London would like community views on the types of amenities that would be most desirable for Wilmslow. On land to the west of Alderley Road, a new area of publicly accessible greenspace is planned to the south of the proposed new homes. 5. The amenities proposed are ancillary to the facilities provided in the town centre and are not proposed to be of a scale to compete with those in Wilmslow. Any proposals should accord with Policy LPS54 and other policies in the Cheshire East Local Plan Strategy. These uses will be assessed against policy as detailed planning applications are brought forward.
Changes to masterplan: No changes proposed.

Air Quality & Noise
Representations Received
To the immediate North of FULSHAW GATE is a, now, empty bungalow, also known as the Coach House. We need to know what will be done to that property even though it still appears as it is in illustrations. What happens to that property is critical when looking at Highways and Access plans. It is proposed to create a major entrance and roadway immediately to the North of that Coach House. It is also proposed to make a bus stop there. We have to be concerned at the noise impact and interference this road will have on FULSHAW GATE.
Has consideration been given to the extra pollution that will be generated on completion of the development? Do you know the current levels of pollution in the area concerned?
increase air pollution (but then CEC has a unique way of downgrading the impact data!)
Measures should be taken to reduce noise pollution from increased traffic on main and side roads to existing adjacent housing.
Second, I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution and erosion of the Green Belt.
the locals will be left to pay the heavy price of increased traffic congestion on Alderley Road, increase air pollution (but then CEC has a unique way of downgrading the impact data!).
Measures should be taken to reduce noise pollution from increased traffic on main and side roads to existing adjacent housing.
I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution
Secondary motor routes are proposed as feeds to the COACH HOUSE and FULSHAW HALL (page 38). We have to be concerned at the visual and noise impact of traffic on this route as it crosses the courtyard.
Summary of key issues: 1. Concern regarding the amenity impacts of the northern access road / future of the (non-listed) Coach House on Fulshaw Gate 2. Concerns regarding air quality and noise
Response to key issues 1. Detailed proposals for the northern access road will be contained in any planning application for this part of the site. Such a planning application would need to consider the potential for any impact, including the amenity of surrounding residential properties and if appropriate, propose mitigation measures. 2. The principle of development on this site is underpinned by the evidence base to the adopted Local Plan, which considers air quality, noise and traffic issues. The Local Plan was adopted on 27th July 2017 and has undergone rigorous examination, including by an Independent Examiner, and was found sound. Future planning applications will be accompanied by transport impact assessments, setting out any mitigation measures required as a result of development.
Changes to masterplan:
An enhanced green infrastructure buffer has been included on the Illustrative Masterplan to protect residential amenity in the vicinity of the proposed northern access point..

Consultation
Representations Received

Nor do I see the evidence for a collaborative approach.
Theme 5 - "Adopting a collaborative approach" with whom or what??? There has been no "collaborative approach" with the local communities who will be primarily affected. No meaningful conversations with the same groups. All we have heard throughout are meaningless nods of the heads but no one has been listening & acting upon those expressed concerns. "They (RL, its agent & CEC) say only what they want us to hear BUT they do not hear what we wish to say."
I am also concerned about what appears to be the strong collaboration between Royal London and Cheshire East Council and the Councils ability to make an independent decision
From imposition of the local plan, this consultation process is meaningless, CEC has already decided to build whatever the consequence. It needs to be measured in light of the decision already mande to plow ahead with the local plan, so this consultation is in fact a meaningless ill timed process
Another absolutely futile and money wasting exercise. Given, from past experience, that the outcome is a foregone conclusion, by putting this proposal out it merely attempts to satisfy the Council's conscience of saying to the populous we are giving you the opportunity to express your views yet, in reality, there is no prospect of being listened to – there are too many past incidents to think otherwise. Disgraceful.
Transition Wilmslow supports the overall vision as it: Recognises the need for a collaborative approach and engagement with the emerging Wilmslow Neighbourhood Plan. We would also request that CEC ensure that there is a demonstrable and real commitment, with meaningful discussions, on collaborative working with both the local community and the neighbourhood planning group.
Summary of key issues: 1. Concern regarding the collaborative approach and lack of consultation. 2. Would like continued engagement with the local community and neighbourhood plan group.
Response to key issues 1. The Development has been subject to a 6 week consultation within which the community has been invited to express its views. These views are collated and responded to in this report and the Development Framework has been amended where appropriate. The Cheshire East Local Plan Strategy, which allocated the site for a mix of uses, was also subject to extensive consultation and review by an Independent Examiner. 2. Royal London has undertaken early engagement with the Wilmslow Neighbourhood Plan Group and the intention is to fully engage with the Neighbourhood Plan and the local community as detailed plans for the development of the site are brought forward.
Changes to masterplan:
No changes required.

Housing Type, Mix & Density
Representations Received
I recognise the need for there to be additional housing in the area and for that to be more affordable than is currently the case.
I wish to raise concern that only 30% of the proposed housing at the site needs to be affordable; will the rest of the housing be luxury? What safeguards will there be to ensure that developers do not manage to bypass even the 30% requirement, as developers in London have largely been allowed to do?
The housing should be the equivalent of the current Fulshaw Park environment - similar housing; 2 story; and it should be complimentary pricing to keep the Fulshaw Park area as it is. Any lower cost housing should be on the East Side of Alderley Road towards the railway line. The devil is in the detail, and I would like to see the detailed housing plan when it comes out, as part of another consultation. My main priority is that the integrity of Fulshaw Park remains the same, ie, any new housing in the Fulshaw Park boundary should be nice houses, to the equivalent of the other housing on Fulshaw Park NOT lower cost housing.
I am not a nimby but I would like to see Alderley Edge and Wilmslow much as they are with their traditional buildings and not a wimpy type of development which Cheshire East seems to be proposing.
The aims are to meet Wilmslow and Borough housing needs but there is no strategy for the mix and types of homes. There needs to be a commitment for smaller and affordable homes for local people, especially young people.
The development to the west of the A34 will represent a greater impact than the main site to the east. This should be carefully managed to be in keeping with the existing land use in the neighbouring area.

The developments to the east of the A34 seem well-planned with a good mixture of buildings and open space. Buildings (housing) to the west of the A34 is more obvious and on green belt and will not enhance the environment of the area. I think the housing to the west of the A34 does detract from the area
Information on the development on the land to the east is very limited. The Local Plan Strategy document proposes 80 houses on that land .We obviously are very concerned at the density and style of the housing development in that land which used to be green belt.
Either leave as it is...Or build less dense houses... leaving more green.
The proposals lack clarity regarding affordable housing and the accepted policy of "pepper potting"(statement page 23 in conflict with statement page 40).
This area should not simply be developed for affordable housing (page40) but should be mixed use with affordable homes being "pepper potted", (SectionS, p23 Policy SC4 Residential mix).
The promised preservation of viewpoints (Key Policy 9) from mature properties and locations within Fulshaw Park needs absolute commitment as to how these would be maintained. Height of properties on this site must be controlled.
There is the requirement in the Local Plan for a proportion of Affordable Houses to be pepperpotted throughout new developments, whereas on page 31 it states that affortdable housing is "subject to viability". We cannot accept this 'get out clause' and insist that that affordable housing is made a mandatory part of any planning approval given.
There is reference to the site being suitable for affordable housing throughout. This thought flies in the face of the inspectors deliberations and the Local Plan for pepperpotting of affordable housing, together with the emerging Neighbourhood Plan and Supplementary Planning Guide [note 2004] Development in established residential area 'Fulshaw Park'. The Wilmslow Civic Trust insist that this item and all references to same be removed from the proposals document.
There is an argument to suggest that to retain established view of the hills from Fulshaw Park that a proportion of the dwellings be single story.
The eventual mix of house types is the subject of an analytical study being undertaken in the development of the Neighbourhood Plan, based upon national growth statistics and the requirements of the Local Plan. This will, therefore, have an influence upon the eventual housing density applicable to this site.
The proposals regarding affordable housing and the accepted policy of "pepper potting"(statement page 23) is in conflict with statement page 40. I re-state: any firm proposals for the RL site must be subject to the Wilmslow Neighbourhood Plan and this draft framework should not be allowed, by virtue of timing, to pre-empt any restrictions on the nature of development that might apply in future.
Summary of key issues: 1. Concern regarding the delivery of affordable housing and clarity on the location or 'pepper potting' of affordable housing. 2. Housing to the east of Alderley Road should reflect the scale of Fulshaw Park. 3. There is a lack of detail on the mix and types of homes proposed.
Response to key issues: 1. Policy SC5 of the adopted Cheshire East Local Plan Strategy sets out the Council's policy which requires 30% of all units are to be affordable. Policy SC5 also notes at Point 7 that in exceptional circumstances, where scheme viability may be affected, developers will be expected to provide viability assessments to demonstrate alternative affordable housing provision. The amount, location, type and detail of any affordable housing would be provided as detailed planning applications are brought forward for the parts of the site that are proposed for new housing. 2. The nature of new housing adjacent to Fulshaw Park (west of Alderley Road) would seek to complement local character. The design and scale of new houses would be presented in any planning applications brought forward on this part of the site, which would include how the proposals complement with the established character of the area. There will be an opportunity for the local community to comment on such proposals both prior to application being submitted and during their determination period. 3. The type, mix and tenure of new housing would be illustrated as part of planning applications brought forward on the site and, as above, would be subject to community consultation.
Changes to masterplan:
No changes required.

Flood Risk & Drainage
Representations Received
On the West side of Alderley Road on the Fulshaw Park Estate. I think it is good to keep the green area at the

bottom of the plan as this is a flood plain, and the whole area needs a green area.
I have alerted the council twice to the fact that Fulshaw Park South and my driveway and garden flood in heavy rain. The council has yet to clear the gulleys. How does the council plan to ensure the roads can cope with the draining once new dwellings are built?
Where is all the extra sewage going to go
Any new housing in this area, covering up permeable agricultural land, will inevitably have an adverse effect upon an already fragile balance of potential flooding of the area, with no easy solution.
Mention is made of the Southern end of the site being within the flood zone whilst the extent of the flood zone is shown short of the site. Which is correct?.
Summary of key issues: 1. Concern regarding flood risk on site and in the local area.
Response to key issues: 1. The illustrative masterplan proposals have been developed taking into account flooding information. Further detailed flood modelling and detailed Flood Risk Assessment will be undertaken at the planning application stage once detailed proposals are available to ensure flooding off-site is not increased due to the development proposals.
Changes to masterplan:
No changes required.

Supply Chain Opportunities
Representations Received
I would ask Royal London to employ a local professional design team who will need to demonstrate the local feeling and knowledge to respond to this very sensitive site. Currently it can be seen that local professionals have performed better than London consultants.
I am writing on behalf of Jones Homes (North West) Ltd in relation to the current consultation in respect of the above document. The document seeks to provide an ongoing productive future for this well-established employment site that provides significant job opportunities within Cheshire East. A very necessary requirement, is that a proactive approach is taken by both Royal London and the Council to support local businesses and residents within the community who should not be disadvantaged by the new development proposals. There will be supply chain opportunities and building and ancillary opportunities in relation to the development of not only the commercial elements but the residential aspect too. Given the figures stated in the document concerning the GVA Royal London adds to the local economy, it is important that as much of this is retained as possible within Cheshire East. To further encourage this and ensure these knock-on benefits are realised, opportunity and encouragement should be given to resourcing contractors and employees from Cheshire East as well as contributions to the provision of buildings, car parks and housing from local companies which would multiply the spin off benefits to the local labour market and businesses. It is not uncommon for planning conditions or agreements to be used to facilitate such an approach and the Development Framework provides a perfect opportunity for realising these important benefits. Effectively, there should be a section written into the Development Framework with the focus of maximising benefits to business and residents within Cheshire East from the proposed development at Royal London thus retaining employment and spending power within the Borough. The Council has been largely supportive of Royal London and would like to make sure they remain in Cheshire East. Therefore, it is vitally important that other local businesses are afforded the same opportunities that this site will bring.
Summary of key issues: 1. The Development Framework should take into account the opportunity use supply chain opportunities and building and ancillary opportunities. A section should be written into the Development Framework with the focus of maximising benefits to businesses and residents within Cheshire East from the proposed development.
Response to key issues: 1. The Council and Royal London recognise the opportunities to use local businesses as the campus develops. A new objective under the key theme 'adopting a collaborative approach' has been inserted to state that Development Framework will "explore opportunities to encourage the resourcing of local labour and supply chain option in order to support the local economy".

Changes to masterplan:
A new objective under the key theme 'adopting a collaborative approach' has been inserted to state that Development Framework will "explore opportunities to encourage the resourcing of local labour and supply chain option in order to support the local economy".

Royal London Relocation
Representations Received
Good in principle but only if it guarantees Royal London staying in Wilmslow.
From what I understand from the national papers, Royal London are locating elsewhere, so why?
There appears to still be no commitment from Royal London to state that they will be remaining at the site. As such, speculative office development in this location could harm the town centre and its existing office market
What is most disturbing is the acknowledgement that this is an attempt to persuade Royal London to continue on the site despite their declared intent to find a relocated head office elsewhere.
Royal London are clearly looking to move out of wilmslow and this is just a way to ensure that there is no vacuum by their absence.
I do believe that in 10 years time Royal London will have moved out of Wilmslow and this plan is just a way for them to increase the value of the land and bring in potential low paid employment to minimise the effect of them leaving. AstraZeneca did the same thing. Result is the loss of a large empolyer and token replacement of jobs which are low paid and housing - which we don't want or need. Leave greenbelt land alone please.
Summary of key issues: Queries regarding Royal London's decision on its relocation.
Response to key issues: The Royal London Board is reviewing the company's business expansion options, helping to make a decision on the location of the company's new premises. A further update will follow in 2017 but the timing for this update is not yet known. The site is allocated for a mix of uses (including employment) in the adopted Local Plan Strategy. This is an attractive employment site in an excellent location. Whilst the council is keen for Royal London to remain on the site, the employment site would also be attractive to other business users.
Changes to masterplan: No changes proposed.

Other Comments
Representations Received
The vision operates, like most of its kind to be fair, in isolation. The impact on the local community has to be seen in light of the compounded effect of other plans.
I'd like to express my admiration for the passive and collective language used in the document - it is an exercise in marketing as at face value nobody could object to the benign wording and clever association of the lifestyle elements; apart perhaps from those whose purpose is not solely to sell the plan to the planning committee and public.
I can fully understand RL attempting to cash in on their asset. The real estate they sit on is worth a fortune to the company, and it is their absolute right to attempt to extract maximum value from the land, irrespective of the negative impact on the local area and its people. At the same time, I believe that considering and responding to the broader context is the responsibility of the local authority.
Could you please explain Wilmslow's current state as a centre for high end urban property development? How do all these unsympathetic and unimaginative blocks of flats and houses affect Wilmslow's carbon footprint? I am deeply concerned about the effect Royal London's developments are going to have on the neighbourhood and worry that my concerns as a resident pale into insignificance against the shiny presentations that Royal London put in front of the council. I look forward to receiving reassurances that the council is acting on behalf of the best interests of the residents of Wilmslow and listening to their concerns.
I would like to recommend that a Design Guide is produced for this site.
Having spoken to both representatives at the public consultation, it appears that there is no clear plan for the site after the building of the residential properties (identified in the areas marked in yellow on page 33 of the Illustrative Master plan) and the office development that is already approved under planning application

16/2314M. There was no clear future definition to show how the areas currently occupied by Royal London House, Alderley House & Harefield House will be used. From what was said the existing double deck car park may or may not be demolished and dependent on demand replaced with a hotel. This sounds like an expensive experiment.
In conclusion, I am confused as to the purpose of this draft development consultation framework and the auditing of the LP. Please help me better understand the processes that are taking place.
Generally support the vision or key themes. However, the use of the term 'campus' implies a self-contained unit and not encouraging a wider integration, especially in terms of housing.
Key theme 3: quality of place - what does this mean? Empty words in my view
As a done deal it appears we have to accept what is being proposed.
The present development plan appears to ignore existing properties on site, are they for demolition ?
the Framework document lacks accuracy in site descriptions and illustrations and essential details in map and plan presentations. It makes unsubstantiated assertions and subjective opaque aspirations. As such it is unfit for consultation and should not be endorsed as something which fulfils the objectives of a consultation exercise.
The impact of the outline approval for development of the land to the East of Royal London House and the aspirational future plans should be reconsidered. Future proposals require much tighter definition to remove vague promises and replace them with firm commitments for which developers can be held to account. Wilmslow Civic Trust believes that the document should be re-written and re-presented for further consultation before it can be seen as a sound policy statement. It was to be expected that this consultation document would spell out the detail one would expect for people to be able to make an informed choice on the proposals. Unfortunately it fails to achieve any of this by being vague, misleading, innacurate and with inconsistencies. It is littered with cliches,repetition and glib promises:-, resulting in a glossy document, with irrevelant and out of town photographs with the intent to gloss over the stark facts of the proposals and confuse the layman. To consider this overall illustration properly there is the need for far more thought out detail, the fact that the plan shows vague routes for traffic including buses, the position of existing and proposed offices, housing and recreational open space, all of which will need access from the adjacent road network. The detrimental effect upon the Alderley Road frontage is not even considered or mentioned. More thought is needed at this stage, particularly regarding the housing proposal before an informed judgement can be made as this development would have a profound effect on the immediate area, if it is allowed to proceed. The mention of temporary development as infill for alternative use during the site development period indicates that the proposals are wooly headed, not clearly defined and very dangerous possibly allowing unscrupulous businesses setting up camp with little chance of removal, a naive approach at the very least. On the CELPS Town map this site is shown as all housing with an stated 75 dwellings, but on the Illustrative masterplan response this site is shown as -the Southerly part being Public Open Space or Landscaped Enhancement Area, and the Northern portion of approximately 2.05 Ha in area, for housing . From the outset it must be apparent that with the difference in site area and overriding design considerations taken into account, 75 no. dwellings is not possible and therefore must be considered innacurate ! That due regard be taken of the wishes of Wilmslow residents. That he document lacks accuracy in site descriptions and vital detail in map presentations. There are internal contradictions e.g. redevelopment needs. The Wilmslow Civic Trust believes the document should be re-presented before it can be considered a sound policy statement.
The draft framework is a document which does more selling than informing, using glib attractive language but without substance. The reality will strike home when formal planning applications are made. I have serious concerns that the publication of the Development Framework is premature. It is an attempt o preempt any restrictions that might apply within the Wilmslow Neighbourhood Plan. The emerging Neighbourhood Plan should be completed and have priority over proposals from the landowner.
The so called "Living Campus" is pure puerile marketing guff, has no meaning in relation to the impact this development would have on the local community. A better & truthful title would be "Living Hell", Theme 1 - Who in their right mind would want to live next to their place of work, unless it was home working. Similarly, the dream of "relaxing" on site.
The document is nothing more than a cut and paste exercise of platitudes, pretty pictures and 'sales-speak'. The greatest beneficiary of this plan, should it proceed, would be the vast profit potential for Royal London. I would urge rejection of this scheme.
As it is only illustrative there seems little point in making any comment. When I went to the public exhibition at Wilmslow Leisure Centre, virtually every question I asked was answered with "this is not necessarily what will be done, it is only an illustration". If , or more likely, when, this development is approved, can there be some assurance that the land will not be banked by a developer, until they decide it is financially viable for

them to proceed?
The consultation event jumped ahead of the CEC Local Plan Strategy being adopted and also the subsequent period for judicial review.
We would however like to see more emphasis on sustainability issues and future proofing for climate change and a commitment to take this forward in the development framework. There is potential here to create an exemplar site which addresses the needs of 21st century living with regard to sustainability issues and design proposals. Sports facilities and recreation/Wilmslow High School Transition Wilmslow supports the provision of land set aside for potential joint use by the High school and future occupiers of the site. However, the “elephant in the room” is the question of the future role of the High School in meeting both future ongoing educational needs the increased needs arising from development in the new Local Plan. The High School playing fields now have a designation of Protected Open Space. Loss of any of this land to new educational development could negate the positive advantage of this increased land to meet the High School’s future need for playing fields.
As it is only illustrative there seems little point in making any comment. When I went to the public exhibition at Wilmslow Leisure Centre, virtually every question I asked was answered with "this is not necessarily what will be done, it is only an illustration". If , or more likely, when, this development is approved, can there be some assurance that the land will not be banked by a developer, until they decide it is financially viable for them to proceed?
The consultation should not be for the Royal London development proposal alone - there are aspects of the plans that show future impact on local residents e.g. Potential future footpath/cycleway, and the removal of Wilmslow High School fields to 'protected open space' (this is a downgrade, and there should be no downgrade of our green belt land). I, and all Wilmslow residents, should be allowed to comment on all content in these plans, not just the Royal London development proposal. I have no confidence that you will address any comments that oppose these proposals.
The consultation is for the royal London site but there are implications for land surrounding the royal London site that are not part of the consultation. Yet they are all the same illuded to in the documents and master plan. E.g a potential path/cycle access, removal of high school filed to protective open space. We should be allowed to comment on all plans that would be proposed as part of the royal London development proposal.
Summary of key issues: 1. Confusion over the purpose of the Development Framework 2. Concern that the Development Framework lacks detail and clarity 3. Relationship to the Cheshire East Local Plan Strategy. The Development Framework has been prepared in advance of the adoption of the Local Plan and Judicial Review period. 4. The Development Framework should wait for and accord with the Wilmslow Neighbourhood Plan. 5. Concern whether the proposal been assessed in its wider Cheshire East context. 6. Uncertainty over phasing and when parts of the site will be delivered. 7. Stronger commitment to climate change required.
Response to key issues: 1. The Royal London Development Framework adds detail to the policies contained in the adopted Cheshire East Local Plan Strategy and provides an illustrative masterplan that shows how the entire Royal London site could be developed. As part of the statutory development plan, the Local Plan Strategy forms the basis for making decisions on planning applications. However, when the Development Framework is endorsed by Cheshire East Council, it will be used as a material consideration, as well as providing an important planning tool to guide developers, investors and occupiers of the site. Whilst the masterplan will be a consideration in planning decisions, planning applications will still be required as the site comes forward for development. 2. The Royal London Development Framework has been prepared to provide a future vision for the Royal London site and to present the type of offer that modern knowledge based businesses require to attract a high calibre of staff. The draft Development Framework has been prepared to realise the policy aspirations of the emerging Cheshire East Local Plan, which allocates the development of the site for a mix of uses. It has also been developed in response to the needs of the Royal London Group (the main occupier of the site), which is actively considering in which location to expand its growing business, and to address the inadequate and outdated nature of the current office buildings on the site. Future planning applications will consider the development of the site in more detail and there will be a further opportunity to make comments as these applications are brought forward.

3. The adopted Cheshire East Local Plan Strategy removed the Royal London site from the Green Belt and allocated it for mixed-use development, including new offices, housing and amenities. The Development Framework does not alter the policies in the Local Plan, rather it expands upon them, adding more detailed guidance to that contained in Local Plan Policy LPS54 (which specifically relates to the Royal London site). The draft Royal London Development Framework is fully in line with the Local Plan allocation. A decision on the endorsement of the Development Framework will not be made by the Council prior to the conclusion of the Judicial Review period.
4. The emerging Wilmslow Neighbourhood Plan (WNP) has prepared a draft emerging policies document, which is out for consultation until 29 September 2017. Once examined and 'made', the WNP will form part of the statutory development plan – and its policies would then be considered in the determination of any planning application. However, the WNP must reflect the policies in the adopted Cheshire East Local Plan Strategy, with which the Development Framework is in full accordance.
5. The allocation of the site has been considered in its wider context through the preparation of the Cheshire East Local Plan Strategy. The Local Plan was adopted on 27th July 2017 and has undergone rigorous examination, including by an Independent Examiner, and was found sound.
6. As stated above, the Development Framework is illustrative and has been prepared to realise the policy aspirations of the emerging Cheshire East Local Plan, which allocates the development of the site for a mix of uses. The development of the site will be delivered over a number of years in line with market forces. It may be necessary in the early delivery phases to accommodate short term, temporary uses to be accommodated on land which is identified for other, longer term uses. Phasing proposals will need to take this into account when considering practical development issues such as appropriate access and routing for construction traffic (initially for the 2016 consented office development) as well as potentially the provision of temporary car parking, to ensure adequate on site spaces are retained for occupiers if existing areas of car parking are lost due to new development taking place. The overall development will most likely be brought forward in a series of phases (and applications), both residential and commercial.
7. Reference added to reflect the climate change policies in the adopted Cheshire East Local Plan Strategy to ensure that the impacts of climate change are considered in the determination of any planning applications.

Changes to masterplan:

Reference added to the Development Framework to reflect the climate change policies in the adopted Cheshire East Local Plan Strategy to ensure that the impacts of climate change are considered in the determination of any planning applications.

Produced by HOW Planning for Cheshire East Council and Royal London. August 2017.

Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Chief Operating Officer

Subject/Title: Everybody Sport & Recreation Annual Performance Report 2016 - 17

Portfolio Holder: Councillor L Wardlaw, Health

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1. Report Summary

1.1. This report provides Cabinet with the third Annual Performance Report from "Everybody Sport & Recreation" for the financial year 2016-17 in respect of the delivery of a leisure service on behalf of the Council

2. Recommendation

2.1. Cabinet is requested to note the progress made by the Trust in its third year of trading as an independent Charitable Trust. It is requested to examine the performance information provided in the Annual Report to ensure that the maximum benefits and required outcomes for the residents of Cheshire East are being achieved.

3. Reasons for Recommendation

3.1. "Everybody Sport and Recreation" as one of the Council's Alternative Service Delivery Vehicles (ASDVs) is in line with the Council's "best fit" approach as it works to establish the the most appropriate provider of services. The trust .is key to the delivery of a range of services and "outcomes" for local residents, in particular Outcome Five "People Live Well & For Longer", and it is important to ensure that these are achieved through the ongoing monitoring of the Leisure Operating Agreement.

4. Other Options Considered

4.1. Under the performance reporting Framework for the Council's Alternative Delivery Vehicles (ASDV's) there is a requirement on Everybody Sport & Recreation to report back to the Council with its Annual Performance Report.

5. Background

5.1. In February 2014 Cabinet approved the transfer of the management of a range of services to the new Charitable Trust "Everybody Sport & Recreation". The new Trust was formally established in March 2014 with a Board of eleven

including two Cheshire East Council representatives. The Trust is part of the Council's wider drive to become a "Commissioning Council".

5.2. The services and staff (over 750) formally transferred to the Trust on the 1st May 2014. In addition to the leisure and sports development team the management of the following leisure facilities are currently managed by the Trust on behalf of the Council –

- Alsager Leisure Centre
- Barony Park Sports Complex
- Congleton Leisure Centre
- Holmes Chapel Leisure Centre
- Knutsford Leisure Centre
- Macclesfield Leisure Centre
- Middlewich Leisure Centre
- Nantwich Swimming Pool and Fitness Centre
- Poynton Leisure Centre
- Sandbach Leisure Centre
- Shavington Leisure Centre
- Cumberland Arena Crewe
- Wilmslow Leisure Centre

On the April 1st 2016 the Trust took over the management of the new Crewe Lifestyle Centre, which added to the leisure elements of service and also includes overall asset management on behalf of the Council for the remainder of the building (library, family centre and adults social care).

5.3. The Leisure Operating Agreement contains a range of elements to ensure that the Trust provides the services required by the Council. These are set out in a Service Specification which helps form the basis by which the Council monitors that the Trust is delivering on the outcomes expected by the Council. The commissioning and monitoring of this service is undertaken by the Corporate Commissioning Manager who receives quarterly reports on the Trust's progress and performance against a range of contractual performance indicators.

5.4. The Annual Report demonstrates the successes that have been achieved by the Trust within in its third year of trading and both the Chairman of the Trust Councillor Kolker and Peter Hartwell the Chief Executive Officer will attend the meeting to present the Report and answer any questions. Some headline successes on key performance indicators include –

- An annual attendance at leisure centres of 3,010,246 compared to 2,827,197 the previous year.
- Everybody membership has risen to over 14,800, a 36% in year increase and 86% since the transfer of the service in 2014
- There were 6675 volunteer hours in sport and recreation organised through the Trust during the year up from 6486 the previous year.
- Funded by the Department for Transport through their "Bikeability" scheme 4542 young people were trained in cycling skills via school

visits throughout the year. Due to the success of the current scheme further additional funding of £590,000 was awarded during the year by the Department for Transport to carry on its delivery to 2020

- The Trust's "Learn to Swim" Scheme now has almost 7,000 learners receiving lessons, all enjoying free swimming at other times to encourage participation and progress. The numbers on the scheme continue to rise year on year.

5.5. Other new successes also reflected in the Annual Report include

- Securing the new One You Cheshire East public health contract valued at £2.5m over five years to deliver a range of improved public health outcomes
- The development of the new Holmes Chapel Community Centre as a leisure and recreation hub managed on behalf of Holmes Chapel Parish Council
- The development of a new catering arm "Taste for Life" with investments in Wilmslow Leisure Centre and Crewe Lifestyle Centre
- The first full year of the Everybody Academy for training and development of new apprentices and running leisure related courses
- The winning of a range of regional and national leisure awards
- An Improvement in customer satisfaction ratings and increase in customer on line access to book and find information to 63.9%

5.6. The continued programme of both capital investment and maintenance and improvements to leisure facilities by the Council, including the first year of operation of Crewe Lifestyle Centre and the forthcoming improvements to Sandbach and Congleton Leisure Centres has helped support the Trust in delivering a high quality service to the increasing numbers of users.

6. Wards Affected and Local Ward Members

6.1. The Annual Performance Report covers service provision across the whole of the Borough

7. Implications of Recommendation

7.1. Policy Implications

7.1.1. The establishment of the Trust is in line with the Council's "best fit" approach to service delivery. The presentation of this third Annual Performance Report to the Council is in line with the reporting requirements as set out in the Leisure Operating Agreement.

7.2. Legal Implications

7.2.1. The presentation of an Annual Report to the Council is in line with the requirements of the Leisure Operating Agreement and allows the Council to be updated on the performance of the Trust.

7.2.2. ESAR currently operates a contract of ten years in length which can be extended for a further five years subject to agreement by both parties. The contract commenced on 1st May 2014 and includes a range of leisure centre leases that also run co-terminus with this term.

7.2.3. The management of the Crewe Lifestyle Centre and delivery of a leisure service from it by Everybody was undertaken as a Variation of the existing Leisure Operating Agreement

7.3. **Financial Implications**

7.3.1. The Trust receives a Management Fee for the delivery of service to be renegotiated annually with the Council. In addition the Trust continues to buy back a number of services from CEC including ICT, Health & Safety, Procurement etc. Also, the 17/18 support service contribution was based on the Trust ceasing to use Transactional Services and Accountancy Services/Corporate Finance on 30th June 2017. Whilst the Council has transferred the majority of the leisure centre sites to the Trust by way of a lease the responsibility for the buildings remains with the Council as Corporate Landlord. This at present includes the provision of elements such as repairs and maintenance, capital improvements and energy provision.

7.3.2. The Trust is a fully independent organisation and it is required by the Charities Commission to submit a full set of accounts. The Trust's financial position is also reported to the Council as part of the company's Annual Performance Report. The Trust is a company limited by guarantee, and under this status the Trust is additionally a "not for profit" organisation which means it has to reinvest any surpluses into services and facilities.

7.3.3. The annual Management Fee which for 2017/18 is £1.845m takes into account a number of elements including the success of the previous financial year, challenges coming forward, and the commissioning requirements of the Council for the forthcoming year. There is an expectation that the management fee will decrease year on year with a minimum 3% set within the Leisure Operating Agreement

7.4. **Equality Implications**

7.4.1. The Trust as illustrated in the Annual Report remains committed to ensuring that services are delivered to all residents in Cheshire East including provision to those of all ages and with disabilities.

7.5. **Rural Community Implications**

7.5.1. The Annual Report demonstrates the Trust's commitment to delivery across Cheshire East including within rural communities.

7.6. **Human Resources Implications**

7.6.1. There are no implications

7.7. **Health and Wellbeing Implications**

7.7.1. As set out in 4.1 above the Trust is expected to be a significant contributor to the Council's "Outcome Five – People Live Well & For Longer" in support of improving the health of local residents as set out in the Council's Three Year Plan. The Annual Performance Report addresses the Trust's progress on this area of work.

7.7.2. In August 2016 the Trust successfully tendered for the "One You Cheshire East" contract from public health commissioners. The contract is valued at £2.5m over a five year period. The Annual report identifies the progress being made in a range of programmes at facilities around Cheshire east including active lives, healthy eating, weight management.and falls prevention

7.8. **Implications for Children and Young People**

7.8.1. The Trust are required through the Leisure Operating Agreement to make a significant contribution to supporting the involvement of children and young people participating in sport and active recreation. This is again also demonstrated throughout the report including –

- Provision of sports facilities at eight joint use centres and pool available for junior school swimming lessons
- Over one million attendances by children and young people under 16
- Almost 7,000 young people on the Learn to Swim Scheme
- The availability of apprenticeships through the Everybody Academy, with the offer of a leisure position at the end of the scheme
- 5,600 young people trained in Bikeability during the year
- Carers and Family Holiday Activity programmes
- 446 Cared for Children members attending 3062 gym, swim and class sessions. The provision has a positive impact on these users and is also well reflected when the service is externally reviewed

7.9. **Overview and Scrutiny Implications**

7.9.1. The Health, Adult Social Care and Communities Overview and Scrutiny Committee has a review of the work of Everybody Sport and Recreation and the "One You" contract as set out in 7.7.2 above in its 2017/18 work programme.

7.10. **Other Implications**

7.10.1. There are no other implications

8. Risk Management

8.1. In addition to the requirement to deliver it's Annual Performance Report to the Council, to ensure that the Trust are delivering the requirements of the Leisure Operating Contract, the Council monitors the performance of the Trust including, quarterly performance meetings and reports, the submission of performance indicators as part of the Council's Corporate Performance Management Framework and regular on site visits.

9. Access to Information/Bibliography

9.1. Appendix 1 – Everybody Sport & Recreation – Annual Performance Report 2016-17

10. Contact Information

Contact details for this report are as follows:-

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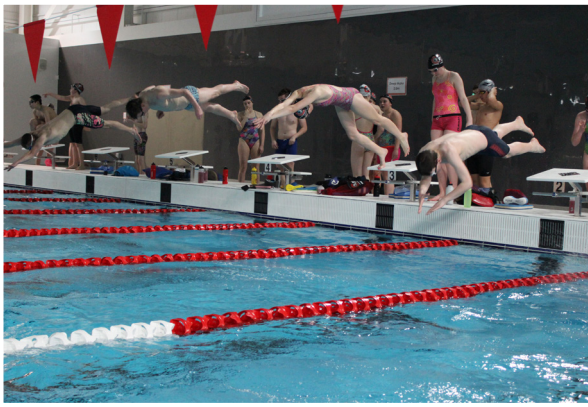


PERFORMANCE REPORT 2016-2017

everybody

providing
'Leisure for Life'

Registered Charity Number: 1156084
Registered in England & Wales (No. 08685939)

Contents

Chief Executive's Report

As we approach our 3rd anniversary, I am delighted to be able to report on our achievements and successes during another wonderful year delivering 'Leisure for Life' for local people.

2016-17 has been our best year yet and we have seen participation numbers increase by over 200,000 extra visits. Over the same period we have grown our memberships by almost 4,000 and our Learn to Swim Scheme by over 1,000 learners.

We opened the new Crewe Lifestyle Centre on 1st April 2016 and, as a result of this investment by Cheshire East Council and the quality of service from the Everybody team, we have welcomed over 500,000 customer visits and made great progress in improving the health and wellbeing of local people.

Residents deserve and demand modern, municipal leisure centres and the success of Crewe demonstrates the financial **and** social return of investing in new facilities and providing customers with better value for money.

Future planned investment, agreed this year, in Congleton, Alsager and Sandbach will deliver similar benefits to those communities from 2017-18.

Our latest customer survey shows another increase in overall satisfaction to 8.15/10 with marked improvements in the scores for our refreshments offer and maintenance issues – both areas which we set out to show progress on from last year's survey.

In August 2016 we successfully tendered for the Public Health One You contract, valued at £2.5M over the next 5 years. This new range of health interventions was formally launched with partners in November at our recently refurbished facility in Holmes Chapel. We are already seeing the impact of these innovative services on tackling poor health and reducing inactivity across Cheshire East.

Our Bikeability Scheme has again exceeded its performance targets and we have trained over 5,600 children to cycle safely. We have now secured a further £600,000 in Department for Transport grants which means we can continue this vital and successful scheme to 2020.

Our volunteering programme continues to grow and we have achieved over 6,500 hours spent by local people supporting and encouraging their local communities to get involved in sport and leisure activities.

Financially, according to our auditors, we continue to be 'viable & solvent', achieving a good surplus of £111,000 last year on top of the £5.2M cumulative savings we have already delivered. At the same time we have seen record investment by Cheshire East Council and Everybody in modern centres, improved facilities, the latest equipment and new products and services. All our surpluses are reinvested back into providing services to improve health and wellbeing in Cheshire East.

We launched our new Taste for Life catering service at Crewe Lifestyle Centre in April and since then we have opened new cafés at Wilmslow and Holmes Chapel. This is an entirely new venture for us and it has helped serve our customers better and provide a much improved customer experience.

We took on our second cohort of apprentices in the autumn and celebrated the success of our first 2015 intake that had all completed their training too. All our apprenticeships have a guarantee of a job on completion, giving us the skills and knowledge we need for our future success.

In February 2017 we heard that we were successful in our bid to mange the new sports and leisure facilities planned for Alderley Park in 2018. This was the first real test of our culture, values and way of working through a very commercial and competitive tendering process. We are looking forward to working with Alderley Park Limited as they develop their exciting and ambitious bio-science business park.

It only remains for me to thank the staff and trustees of Everybody for their continued hard work, expertise, support and commitment to our business. We have had a very successful first 3 years and achieved so much together for the benefit of our customers and communities across the borough.

With more investment to come, combined with our ambition and determination to do more and get even better, I cannot wait to get started on the next 3 years and see where our adventure takes us.

Peter Hartwell
Chief Executive
30th April 2017

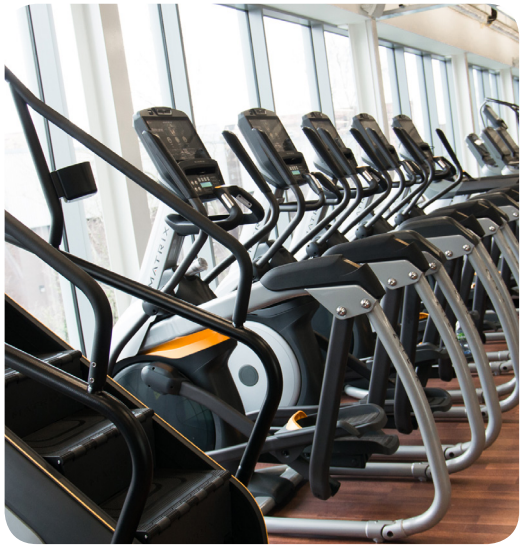
Who We Are...

Everybody Sport & Recreation is a company limited by guarantee with charitable status, formed in March 2014 from the transfer of the leisure services portfolio of Cheshire East Council. We are an independent not for profit organisation and reinvest all surpluses back into the services we provide.

Everything we do will seek to support our charitable objects, as set out in our Articles of Association and demonstrate a public benefit. Our objects are;

"the provision or assistance in the provision of facilities for recreation or other leisure time occupation in the interest of social welfare such facilities being provided to the public at large save that special facilities may be provided to persons who by reason of their youth, age, infirmity or disability, poverty or social or economic circumstances may have need of special facilities and services" and;

"the promotion and preservation of good health including but not limited to through community participation in healthy recreation"



Everybody is responsible for the day to day management of a range of facilities and leisure development activity through the staff and executive management team.

Strategic direction is provided by the independently appointed Board of Trustees in accordance with the contract and funding agreement with Cheshire East Council. The Board has ultimate responsibility for the governance of the Trust and supports and challenges the executive management team.

There are 11 Trustees on the board, all of whom are local volunteers with a wide variety of professional backgrounds from various sectors. They bring a wealth of expertise and experience to help shape and improve our services.

At Everybody, we don't just believe in getting more people, more active, more often – that goes without saying! In order to make a real impact on the health and social issues affecting our communities, we need to target our efforts and our service offer. Only in this way can we make participation in leisure and recreation an important part of everybody's day to day lives, whatever their ability or need.

Our simple vision of providing 'Leisure for Life' seeks to make participation in any activity an enduring habit from the earliest years to later life, helping people to live well and for longer.

An essential part of establishing Everybody as an independent charity was to develop a new set of organisational values.

If we are to succeed in delivering on our mission and strategic aims, we will only do so by working with these values at the heart of all that we do.

Fit For The Future	We will give everyone the opportunity to train and enhance skills by encouraging people to develop themselves and others. Creating and promoting 'careers in leisure'.
Working As One	We will all work to the common goal of providing "leisure for life" and support each other in all we do.
Trusted And Honest	We respect and value the input of every person and at all times act with integrity and respect.
In The Service Of Others	We will provide first class facilities and services that are well maintained, inviting and valued by our customers.
Free To Do Our Best	Our culture and business processes will support people to act on their own initiative - with innovation being recognised and rewarded.
Caring For All	We will actively seek to involve everyone in all communities, working in partnership and with a passion for people.

What We Do...

The fifteen leisure facilities managed by Everybody Sport and Recreation are the main component of the Trust's wider offer to enhance the health and quality of life of the residents of Cheshire East, as well as those who work in or visit the area.

With over 3 million visits each year from all ages and now almost 15,000 members across the borough, the leisure centres provide programmes and activities that contribute enormously to the social, educational and economic life of the community and to the physical and mental health & wellbeing of local people.

By providing targeted initiatives in those areas of greatest need, whatever the cause, we will actively seek to reduce health inequalities across the Borough. Our new 'One You' contract, working with public health and local GP's, will reinforce that ambition and drive our desire to help people live well and for longer.

Involvement in sport and active recreation has the potential to enable everyone to gain access to an avenue of activity and social networks which will remain with them throughout their lives, for some it will lead to performance at the highest level.

Our development programme ensures that pathways and structures are in place to enable people to learn basic skills, participate in an activity of their choice, developing their competencies and reach levels of performance according to their individual aspirations and ability.

Everybody Sport & Recreation will create the right conditions so that sport, play and active recreation can flourish at all levels. Through effective partnerships we will introduce people to active recreation opportunities, teach them the necessary skills and give them the opportunity to participate and enjoy leisure at their own level and whatever their age or ability - whether this is simply playing in a local park with friends, joining in at their local leisure centre or even, representing their country.

Strategic Aims

1. Grow An Ethical & Sustainable Business

Alderley Park Success

In March 2017, after a highly competitive bidding process involving a number of other local and national operators, Everybody Sport & Recreation was announced as the preferred delivery partner for the new sports facilities at Alderley Park.

Alderley Park will host a multi-million pound bio-science park, conference facilities and a residential development. Everybody continues to work closely with Alderley Park Limited to develop the facility mix and overall offer ready for the new facilities to open to local businesses and residents in summer 2018.

One You Health Contract

In July 2016 Everybody Sport and Recreation was delighted to announce winning the One You Cheshire East contract to deliver health programmes and cookery courses to Cheshire East residents.

One You is a national campaign created by Public Health England to improve lifestyles, by reducing health inequalities. As part of this national campaign, services across Cheshire East have come together to provide help and support for residents from smoking, drinking, healthy eating and much more.

We are proud to be a key part in helping Cheshire East residents make sustainable and achievable lifestyle changes from looking after their health by eating well, moving more and losing weight with a variety of different programmes.

ONE YOU PROGRAMMES

- Be Steady Be Safe
- Taste for Life Cookery Courses
- Active Lives
- Re-Shape
- Let's Get Movin'

Opening Of Crewe Lifestyle

Friday 1st April 2016 was the opening of £15m state of the art Crewe Lifestyle Centre. The Lifestyle Centre houses an impressive range of leisure and community facilities accessible for everybody. The development has given us a chance to enhance our leisure offer to both existing and new customers in the area, with exciting facilities available for all.

The team had just one week to close down the old pool facility and move in to the Lifestyle Centre with all of the usual snags you would expect with a new build. The team did so with enthusiasm, passion and many late nights, culminating in the team winning both Team of the Year and Manager of the Year at our internal awards as well as being in the finalists at the National Fitness Awards for Newcomer of the Year. On the 26th May 2016, President of the International Paralympic Committee Sir Philip Craven officially opened the Crewe Lifestyle Centre.

Taste For Life Cafés

Taste for Life aims to deliver an excellent customer experience, offering exceptional customer service and quality, plus value for money products whilst promoting healthy eating. Our first café in Crewe Lifestyle Centre had its first birthday on the 1st April 2017. Since Crewe, we have also opened 2 further cafés in other centres plus a café bar and events suite in Holmes Chapel. Our Macclesfield café is due to have refurbishments in June to then relaunch in July and we hope to develop the events arm of Taste for Life this year whilst also developing the healthy range in our current outlets.

Our bespoke coffee is Fairtrade and organic, our fish is sustainably sourced MSC and the majority of our takeaway containers are biodegradable, in the case of our takeaway cups, a number of trees are planted for every order we place. We aim to develop the sustainability and promotion of healthy living over the coming year to ensure Taste for Life grows with the ever diversifying Everybody Sport & Recreation.

Membership Growth

A new Everybody membership scheme launched in April 2016 which aimed to simplify memberships to customers and staff while encouraging friends and family members to join together, attend together and stay members for longer. The membership offer also recognised the quality difference between a number of smaller sites by introducing a single site local membership at a reduced price.

A dedicated sales team was launched to support larger sites with a more structured approach to membership sales which has seen an increase in corporate membership sales, making up 20% of the total membership.

These improvements, alongside investments in the new Crewe Lifestyle Centre and Holmes Chapel Community Centre in particular have supported membership growth of a further 36% in 2016/17 with 14,872 live members (growth of 86% since transfer).

Membership Growth of

36%

2016/17

(Growth of 86% since transfer)

Holmes Chapel Community Centre Phase 4

On Saturday 12th November Holmes Chapel Community Centre was officially opened to the public by Paralympic Gold Medallists Sophie Thornhill and Megan Giglia.

The open day was an opportunity for Everybody Sport and Recreation, in partnership with Holmes Chapel Parish Council, to thank everyone involved in the project and to share this momentous day with the community and the loyal customers at Holmes Chapel Community Centre. The open day was a great success with a range of activities available for the whole family, such as smoothie making, paint bikes, save a life taster sessions provided by the Everybody Academy, refreshments and catering from Taste for Life and stalls which were provided by the local community.

Holmes Chapel Community Centre now houses a 48 station fitness suite, fitness class studio, sauna, steam room and Jacuzzi, rugby pitch and function rooms which are available to hire for a range of meetings, conferences, social events and much more. The Taste for Life Café Bar and the Everybody Academy Training Suite are also available.

2. Provide A Great Customer Experience

748,746
Website Visits
2016/17

8.15/10
Overall
Satisfaction
2016/17

322,726
Website Visitors
2016/17

Customer Survey Results

The annual user survey was completed in February 2017 and saw a significant increase in responses with improvements made in a number of our priority areas including:

- Overall Satisfaction 8.01 to 8.15
- Value for Money 8.02 to 8.46
- Refreshments 6.74 to 7.25

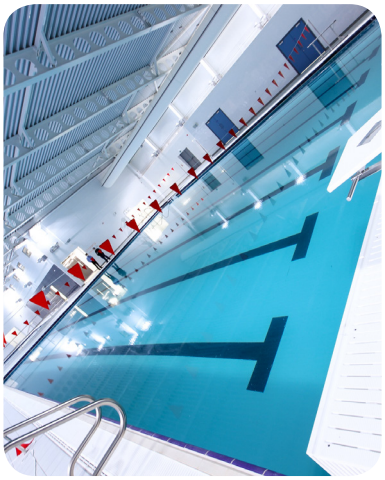
Customers are also accessing the website more to book and find out information about our services with an increase from 41.73% to 63.90% over the past 12 months, as a result, we have committed to make significant improvements to our online accessibility in the next financial year linked back to that customer demand.

Everybody Awards Night

The third annual Everybody Awards evening in October 2016, sponsored by Applewood Independent, saw over 100 nominations for local athletes, coaches, clubs and volunteers, all contributing to the health and wellbeing of Cheshire East residents through sport. Racing Driver, Nicolas Hamilton, provided the evening's inspiring keynote speech, telling his story of becoming a racing driver in a modified car due to his cerebral palsy as part of a highly competitive racing family.

The evening concluded with Paralympian and Everybody Volunteer Daniel Bramall taking the Sports Personality of the Year Award and local U3A volunteer Jean Hicks receiving the Lifetime Achievement award.

Crewe Lifestyle Centre



Memberships have grown from 900 at the previous 3 sites combined up to 3,915. Attendances at the former sites totalled 354,257 per year, now attracting 513,874 per year. Learn to Swim participants have increased from 692 to 951, school swimmers increased from 688 to 964 with 133% increase in school swimming time available.

The quality of the offer has also improved, demonstrated by annual user surveys. In particular the NPS* has risen from 25 at the old site, up to 45 at the Lifestyle Centre.

*NPS (Net Promoter Score) is an internationally recognised measure of customers' overall satisfaction and loyalty to a brand

One You Feedback

Taste for Life Cookery Courses "Fantastic course, girls were great. Put us at ease from day one. Very informative and would recommend to friends and family to attend if eligible. Couldn't fault anything. Big thanks."

"I cooked my husband a lovely meal, one evening and my confidence has grown (first time I have cooked for him oops!) I have also cooked a rice pudding which was lovely from the Change4Life recipe app. Ruth, Isabella and Natalie have been extremely helpful. Thank you for all your help, I will miss my cooking course."

"I really enjoyed it. Weeks 2-6 are really good as we have learnt lots of techniques. Also, everyone gets to know each other and have a laugh and banter. Learning how to prepare food was taught in a very down to earth way. I was never made to feel stupid/daft by asking questions which would've made me feel silly otherwise. Really good course - just finished too quickly. Thank you ladies."

Be Steady Be Safe "Since starting the programme I have increased my awareness of my balance and posture. My confidence has increased, I can judge the depth when stepping off a curb better, I have not fallen since taking part in the programme, no longer need my walking stick, have made new friends and feel better in my mood."

"6 months ago I couldn't get out of bed, I used to have a rope which I tied to my bedroom door which I used to drag myself out, now I sit up and get out and that's because of Craig and the classes."

Active Lives "I have improved my mobility greatly, feel a lot better, have come off two of my diabetes medications and my cholesterol level has come down. I enjoy coming into the centre to exercise, even though I come in early before I go to work."

"The programme is really good, useful, the right level of support and challenge, I have noticed a difference in my physical and mental state, I am happier and more positive"

Re-Shape "I'm now on week 11 and I've lost over 2 stone so far in the programme. I fit my clothes better, in fact I've had to go down a size in my clothes, I've got more energy, feel less stressed at work. It's great to get proper information from trained nutritionists and trainers, people who know their stuff and you can trust the information you are given."

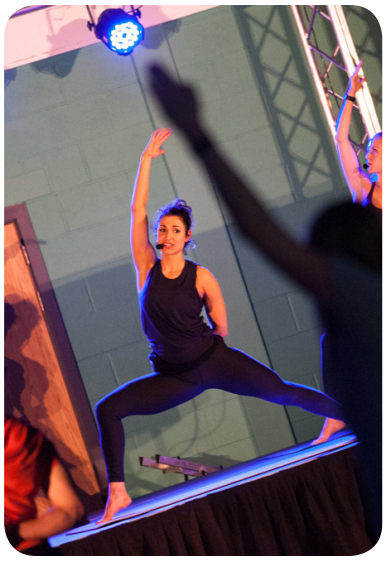
Facility Developments

In partnership with Cheshire East Council, 2017/18 will see further investment into a number of our facilities. In June, Knutsford Leisure Centre's fitness suite will have a complete overhaul. The investment will involve redecoration, a 25% increase in the number of fitness stations available, a full replacement of the existing equipment plus the addition of an eGYM circuit, which will be the first of its type in a public sector setting in the North West of England.

Future planned investments will add significant innovation to our existing offer

Sandbach Leisure Centre will also benefit from significant investment later in the summer. The eight week redevelopment will include the creation of a new 60 station fitness suite, the introduction of a spinning studio, improved changing facilities and greatly enhanced accessibility.

Work is also expected to start in late 2017/18 at both Congleton and Alsager Leisure Centres. The £8.8m Congleton Leisure Centre project will be supported by a leisure development partner who will bring additional knowledge and expertise from the national leisure market place to assist us in designing an exciting and vibrant centre that will be fit for future generations. As a minimum the facility mix will include a new pool, enhanced fitness, a café and much improved ancillary services.



The Alsager development will see improvements being made to both the indoor and outdoor provision. The current fitness suite will double in size and a new multi-purpose studio will be created which will be able to facilitate group exercise classes, meetings and training courses. An outdoor sports hub will also be included that will result in improved grass and 3G playing pitches being made available for club, education and community use.

The recent investments made at the Crewe Lifestyle and Holmes Chapel Community Centres have resulted in significant increases in the levels of participation, membership and customer satisfaction and it is therefore vital that we aim to replicate this offer across the whole of our estate. These planned investments will add significant innovation to our existing offer which should not only appeal to our existing clientele, but will also attract a much wider audience and support our targeted work around health, families and inclusion.

Learn To Swim Scheme Growth

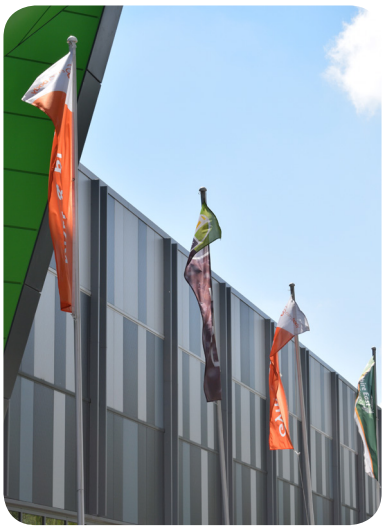
Everybody Sport & Recreation provides a large and diverse Learn to Swim programme through the Everybody SWIM brand, catering for almost 7,000 learners. These lessons follow the Swim England guidelines and best practice for teaching swimming to ensure that highest standards are delivered.

Our junior lessons start with classes for pre-school children in Adult and Child classes for the younger learners, progressing to our Duckling classes for children from 3 years old. Once children are 4 years or older they will then progress to our main stream Learn to Swim Scheme which aims to develop the basic and essential skills required for building confidence and technique in the water.

During this financial year we have seen a significant growth in participation in our Learn To Swim Scheme, with the total number across our sites rising from 5,917 to 6,939 in 2016/2017. Whilst our complimentary swimming offer saw participation increase by 21% from 318,627 to 385,307 in 2016/17.

Moving forwards we plan to grow and develop the provision of swimming lessons even further, so that we can minimise the waiting time for all learners, providing everybody with the opportunity to improve their swimming skills no matter what their age or ability.

Paul & Debbie Jones Transform Their Bodies At Crewe Lifestyle Centre



Paul and Debbie are members at the Crewe Lifestyle Centre and have made amazing lifestyle changes not only to their bodies, but to their confidence too. Debbie once wore size 20 clothes and now wears size 14/16 and Paul once wore a snug extra large and now wears a loose large after losing 2 stone since becoming members.

Ricky Shares His Inspirational Story After Losing Almost 5 Stone

Member Ricky has battled with weight issues, his self esteem and confidence to lose almost 5 stone. In March 2016, things started to change for Ricky, "I finally acknowledged that not only did I have a weight issue but a mental battle with self-esteem and confidence so I threw myself into gym at the Crewe Lifestyle Centre. Because of my great experience with the managers, the staff and the members I kept going back and in 7 months I managed to lose almost 5 stone. I love the gym and the atmosphere there and I've gone from the guy quietly struggling in the corner to someone who can look himself in the mirror and be happy with what he's achieved"

"Because of my great experience with the managers, the staff and the members at Crewe Lifestyle Centre I kept going back and in 7 months I managed to lose almost 5 stone"

Real Life Transformation Alison Wright

Alison Wright has been a member at Holmes Chapel Community Centre since it opened in November 2015 after wanting to get her fitness back up after being diagnosed with breast cancer. Since being a member, Alison has noticed many benefits "I am a lot more toned, my stomach is a lot flatter than it was, I can wear clothes which I couldn't wear before." Since attending the gym, fitness classes and eating a healthy diet, Alison has now lost an amazing 3 1/2 stone.

Walking Football Helps Heart Attack Survivor Ian Get Back On His Feet

"At first I lost all confidence and was afraid to tackle anything too strenuous. I was given information about the hospital's cardiac rehab programme, based at Wilmslow Leisure Centre. Over the next few months my confidence and (a degree of) fitness returned, so when I heard that the centre was starting walking football sessions I was keen to give it a go. It's been a great decision. I never thought I would play football again, a sport I love, but this has given me an opportunity to relive my youth a little – though that may be more in my head than on the pitch! We are a group of like-minded men of a certain age who enjoy a kickabout. I feel fitter for playing each week, but it's more than that. It's a game that has to be thought about. The fact that you're walking doesn't mean its lacking tactics, so it gets the old grey matter going too. There's a sense of exhilaration at the end of each session. I have made new friends and we enjoy our chats after the sessions."

TASS Athlete Hannah Bristow Competes In The Aon World Championships

"We put in 3 days of good racing in mixed conditions and we're very happy with how we competed and feel we did ourselves, and everyone who supports us, proud by finishing in 5th place in one of the best events we've ever had the opportunity to compete in. Being part of a team that did so well also made us immensely proud; Emma Wilson the GBR windsurfer and Tommy and Crispin the 29er boys came away with gold medals and Team GBR came away a very close second in the Nations Cup which is the best result we've had in a long time.

Crewe Member Makes Lifestyle Changes

Becky has been a member at the Crewe Lifestyle Centre since April 2016 after wanting to incorporate exercise with healthy eating. Becky has gone from size 24 to recently purchasing a size 16 which is her goal for March. "I have noticed my body changing, my mental health has improved and I am walking a lot quicker than before." She explains "I never thought I would enjoy the gym but I do, I have gone from attending 3 times a week to 4/5 times plus a day at the weekend. The support I have received has been amazing, staff regularly ask me if there is any support I need and the customers are friendly."

"My mental health has improved and I am walking a lot quicker than before!"

3. Develop Our People To Be The Best

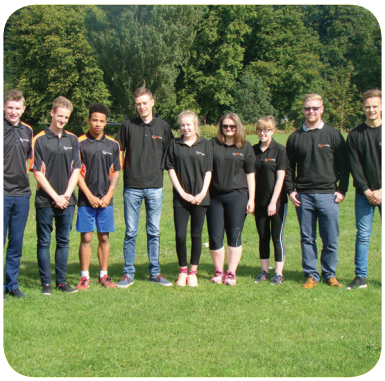
Apprentice Facts 2016/17

14 Apprentices Employed 2016/17

70 Qualifications Completed

APPRENTICESHIPS IN:
Leisure Operations
Business Support
Sports Development
Activity Leadership

Apprentices Awards Day & Our 2nd Cohort



Apprenticeships have become a key training route for both entry level employees and current employees, providing good value, high quality training. We have enrolled 50 since the launch of the Academy and will continue to utilise this training route as apprenticeships develop further including the opportunity for the Academy to become more involved in the direct delivery.

In September 2016 our second cohort of 7 apprentices started with us, undertaking apprenticeships in Leisure Operations, Business Support and Catering and Hospitality.

We have completed our first satisfaction survey with our entry level apprentices which has been completed by 7 year 1 apprentices and 2 in their second year. 89% of those responding have stated that the apprenticeship is what they expected, 100% are happy with the overall training and support available from the Academy and the support offered in their place of work. 89% are happy with the support they receive from their course tutor/assessor with those unhappy stating lack of support and change of tutor as being issues. Although all respondents believe that their role is valued within Everybody Sport and Recreation there are 78% who believe that the rate of pay is not fair predominantly because of the difference in pay between themselves and other members of staff doing the same job role. We will review the results of this feedback to help us to improve the apprenticeship scheme in the future.

In November 2016 we held our first Apprenticeships Presentation event where we congratulated our first 7 entry level apprentices and 10 employees who completed work place apprenticeships. Since that time a further 6 work place apprenticeships have been completed and a further 11 are in flight.

We have now started the recruitment process for our third cohort of up to 10 apprentices in Lifeguarding, Catering and Hospitality, Business Support and Health and Wellbeing roles to start with us in September 2017.

Staff Awards Night

Our first awards night took place in December 2016 to recognise the hard work of all Everybody staff and volunteers. The evening recognised innovation, coach of the year, customer hero, volunteer of the year, fundraiser of the year and manager of the year as well as employee of the year (Josie Hurst – Alsager Leisure Centre), team of the year (Crewe Lifestyle Centre) and special recognition (Sheila Latham – Nantwich Pool).

A number of key milestones were also celebrated including staff with 20 and 30 years of service as well as volunteers with 50, 100, 150, 250, 500 and 1000 hours completed.

Academy Performance

2016/17 was the first full year for our Everybody Academy, which continued to grow its provision of internal and external training and development services. The Academy team has continued to build on key partnerships with industry learning and development partners, specifically as members of the Institute of Qualified Lifeguards (IQL) Industry Group and CIMPSA Employer Partners and members of the CIMSPA Leisure Operations Professional Development Committee. Since the launch of the Academy, 50 apprentices have been enrolled, with the first cohort now in their second year of employment with Everybody undertaking roles in leisure operations, sport development, business support, catering and hospitality as well as health and wellbeing.

The core training provision of the Academy continues to deliver at a high quality, with 99% of course respondents saying they would recommend the course to somebody else and 99% saying that they felt their training represented value for money.

The Academy supported 3,559 learning interactions in 2016/17, an increase of 53% of which 92% was delivered directly through the Academy. The learning and development investment per Everybody employee was £204.96, an increase of 48% on the previous year.

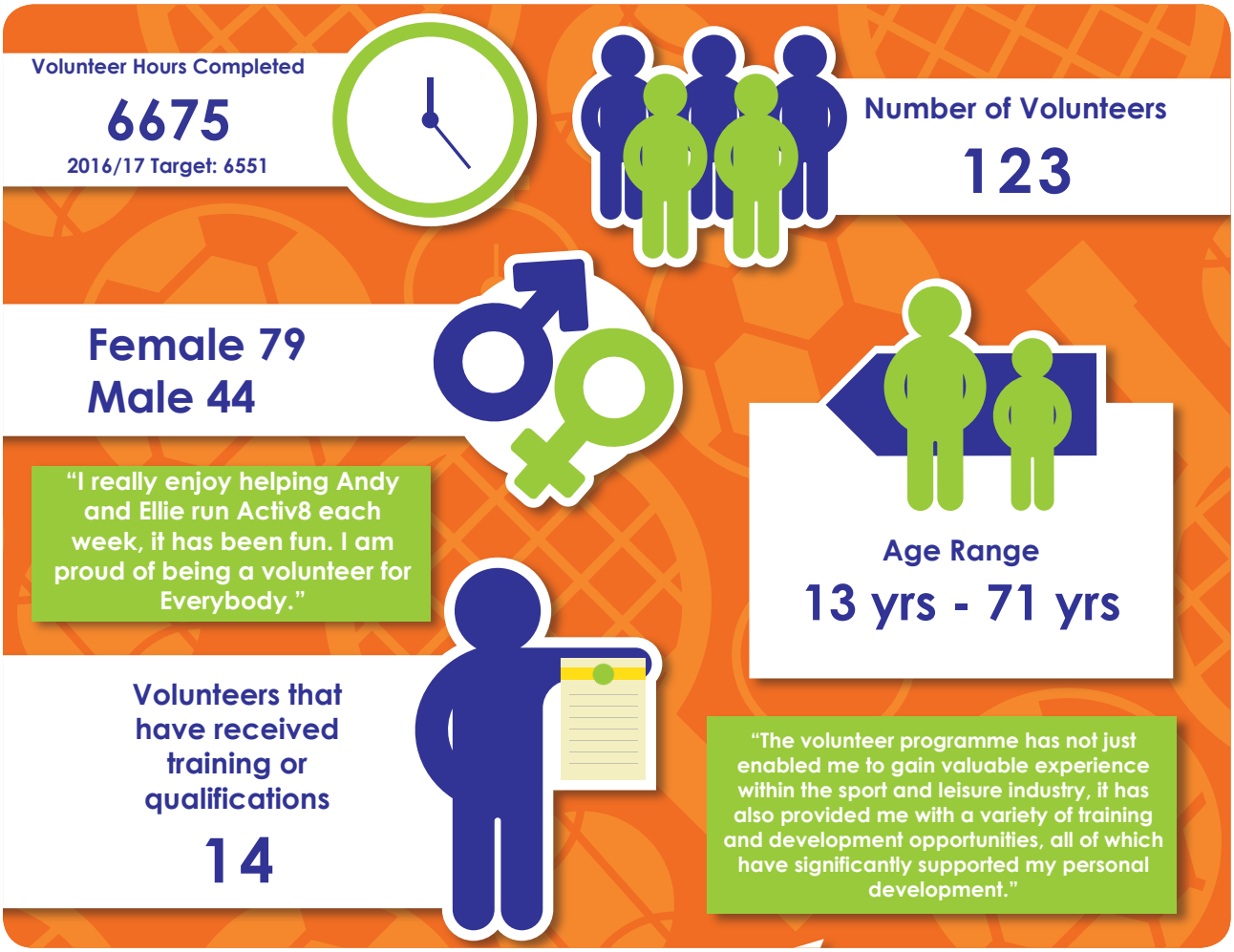
99% Would Recommend The Course To Somebody Else

99% Felt Their Training Represented Value For Money

Volunteer Programme Performance

The Everybody Volunteer Programme has grown again this year supporting 123 people find a fun, suitable & safe volunteer opportunity. We have supported a wide range of volunteers with our youngest being 13 and oldest being 71 years old; both became more involved with their community, healthier and sociable through volunteering.

We have supported 14 volunteers with training & qualifications to upskill them and help them become ready for employment, and have supported 8 volunteers move into paid roles within Everybody and other businesses. This year has seen some of our long term volunteers achieve milestones of 500 hours and some new volunteers reach the 50 &100 volunteer hours milestones, all of which are fantastic achievements. The volunteer programme is now supporting various services across Everybody including the swim scheme, fitness roles, health programme & Sports Development team. The end of the 2016-17 year sees the programme hit the 20,000 hour mark, half way towards the target of 40,000 hours by 2020.



4. Build Strong Communities & Effective Partnerships

Volunteering Stories

Tim Broadhurst started out as a participant at Activ8, which is a disability & inclusion session, organised by Everybody Sport and Recreation. Tim, from Bollington, has Downs Syndrome but has never let this stop him from enjoying sport and encouraging others. He has been attending the Activ8 sessions as a participant from the age of 10, and when he turned 21 decided he would like to continue at the session but as an Everybody Volunteer.

Now 25, he has achieved over 150 hours supporting other children & teenagers with disabilities at Activ8, helping them engage in sport, games and fun activities each week plus been awarded the Volunteer Of The Year Award at the staff awards.

"I really enjoy helping Andy and Ellie run Activ8 each week, it has been fun. I enjoy helping the children who enjoy playing football, and I have really enjoyed helping with the trampolines. I am proud of being a volunteer for Everybody."

Sam Richardson joined the volunteer programme in 2011 with a passion for Sport & Leisure and started his degree in Sports Development & Coaching at Stafford University.

"Since joining the Everybody Volunteer Programme, the support and opportunities have been brilliant and I feel extremely proud to be part of the volunteer programme. In 2013 not only did I graduate with my degree, but I was also offered the opportunity to become a sports coach with Everybody. Alongside being a sports coach, I continued volunteering and also continued with my studies at Staffordshire University, where I enrolled on a Master's Degree in Youth and Community Work."

Finally, I want to thank everyone who has supported me with my master's dissertation, particularly the volunteer programme and all the staff and volunteers who were involved in the study. Also, thank you to my supervisor Nicola Gratton and everyone else from Stafford University Creative Communities Unit, everyone's support made the study possible so thank you all very much."

20,000 hour mark achieved - The Everybody Volunteer Programmes aims to inspire a wide age range of people to want to volunteer, providing them with a safe, supportive and rewarding experience within a health, sporting or leisure environment. We have an amazing team of volunteers who are dedicated to supporting their community become more active, social and healthier.

Since the start of Everybody Sport & Recreation we have recorded the hours that people have volunteered to support our, clubs, activities, and members, which has been a phenomenal number.

We want the volunteer programme to have as big an impact as possible so set a target to achieve 40,000 volunteer hours by 2020, and since the start of the trust in 2014 we have hit the half way mark of 20,000 hours.

Dan Bramall is selected for the Rio Olympics 2016 - Paralympic wheelchair racer Dan Bramall who volunteers at Shavington Leisure Centre and Crewe Lifestyle Centre was selected for the Rio Olympics 2016. Dan has been wheelchair racing since 2012 which all started through a friend. At first Dan started racing for fitness which progressed into competing in local competitions, which Dan saw a fantastic result in his times which were brought down from 23 seconds to 18 seconds.

Dan continued to compete in local competitions and took on his first major championship in Doha, Dubai, where he received Silver medal in 2015. In 2016 Dan continued to compete in various local competitions where his times reduced again to his personal best of 17.82 seconds after having a new wheelchair. Dan returned from the European championships where he again received a Silver Medal. The success didn't stop there, on his return from the European Championships he received a phone call to say he had been selected for the Rio Olympics.

Since volunteering for Everybody Sport and Recreation, Dan met Personal Trainer, Mitch Lawrence who has trained Dan in the gym at Crewe Lifestyle Centre on the run up to competing at Rio and ever since. Mitch explains "What Dan has achieved in such a short period of time is inspiring for anybody and I'm sure will motivate many people. This just proves that if you have the determination and are prepared to put in the work any goal can be achieved."

He is now continuing his training with Mitch working towards competing in the 2017 European championships followed by the 2017 world championship held in London in July. We wish Dan the very best of luck in his ongoing training and competitions.

Public Health / Clinical Commissioning Group

A key area of Everybody Healthy is working in partnership with Public Health commissioners as the lead provider of lifestyle services for One You Cheshire East, we have a very close working relationships with local GPs, practice nurses, healthcare assistants across Cheshire East, as well as our local hospitals, community health providers, third sector and voluntary organisations, ensuring there is a seamless access into our services.

Our health programmes show a high level of building effective partnerships such as our Move More Cancer programme which was jointly funded with the County Sports Partnership, Active Cheshire, and delivered in partnership with Macmillan Cancer Support, Leighton Hospital (Crewe), Macclesfield General District Hospital, St Luke's and East Cheshire Hospices. Almost two fifths (37%) of the participants of a Macmillan survey (2012) were not currently physically active. Also only one in five cancer patients who have received treatment have been told how regular physical activity could benefit them. This illustrated a clear need for the programme and a partnership was required to deliver it. In the development phase we approached Macmillan and East Cheshire Hospice for their support and experience.

Holmes Chapel Community Centre Opening & Usage

The opening of Holmes Chapel Community Centre has shown an effective partnership between Everybody Sport and Recreation and Holmes Chapel Parish Council which has resulted in achieving the high standard of facilities that we accommodate for the community.

Councillor Brian Bath of Holmes Chapel Parish Council, who is the Council's representative on the Community Centre's Joint Management Committee said: "The investment in these social facilities on behalf of residents by the Parish Council and by Everybody Sport and Recreation will provide great facilities now and for the future and enable residents and others to have a great place to meet and enjoy for many years to come. We are particularly pleased that the Taste for Life bar and lounge area is now open offering coffee and light refreshments and encouraging residents to come and enjoy these facilities."

Holmes Chapel Community Centre has achieved a total of 66,345 users and memberships have increased from 848 to 1,167 at the end of 2016/17.

Family Focus Contract

The Family Focus programme provides individuals within families access to regular physical activities, advice on a healthy diet and support with losing weight.

Individuals are able to access any Everybody leisure facility free of charge for 12 weeks and receive weekly support through one of our qualified Health Trainers. On completion of the 12 week programme, families will be offered a reduced membership for 12 months to continue their good work.

One of our member's main goals was to become more physically active and to improve her mental wellbeing. In her initial assessment the physical activity score was deemed as low and mental wellbeing score of 13.

Following completion of the programme, her new physical activity score was deemed as high, visiting the centre several times per week on her own as well as with her Health Trainer. Her mental wellbeing score increased to 26, with mainly positive answers to the wellbeing questions.

A significant positive outcome to her engagement in the programme is that she has stopped taking her medication for her mental wellbeing. When asked how the programme has helped her, she now has increased energy and feels more useful.

"This programme helped me with my depression and mood and self-confidence tremendously. I have loved it and gutted it's come to an end."

"My stamina has improved, I can do things in the gym I've never been able to do before."

"I've absolutely loved this programme and its done so much for me; I wish I could keep doing this for longer."

At two members' 6 week review meeting, they had both lost an inch from their waist with the mum also losing 3 pounds that week after focusing on healthy eating. They have both increased their physical activity levels weekly by regularly attending the leisure centre and meeting their Health Trainer. It has been agreed that the membership of the young person will be funded by CEC for 12 months following completion as a reward, and to continue their activity.

"I've absolutely loved this programme and its done so much for me; I wish I could keep doing this for longer"

To help promote the Family Focus programme, we held an event at Crewe Lifestyle Centre. This event gave opportunity for Family Support Workers to book families that they thought may be interested in the programme to have a taste of the type of activities they could take part in together. They also had the opportunity to meet the programme manager and local Health Trainer to familiarise themselves. During the event, the families were able to take part in bowling, badminton, Ultimate Frisbee, Xbox Kinect, paint biking, access to the gym and swimming.

We are pleased to have secured a further year of delivering the Council's 'Family Focus' contract which was agreed based on our performance last year and the positive impact we have had on their family lives and relationships.

Crewe Flyers

The new Crewe Lifestyle Centre opened on 1st April, a £15m facility housing a range of community and leisure facilities which Cheshire East Council states is the first of its kind in the region. Significant investment has been put into the new 25m, 8 lane swimming pool which caters for the public and competitive swimming clubs including Crewe Flyers and the Seahorse Swimming Club.

Crewe Flyers were invited to be the first swimmers into the pool on 21st March 2016, holding their usual training session in the brand new facilities. Chris Pugh, Head Coach commented, "I'm astonished with how it's all turned out, I came here in September when it was still a building site, I couldn't tell much about it, but coming here today I'm really impressed with how things are looking, the whole site looks brilliant." Chris went on to say, "having a facility like this I can see us going from strength to strength."

The Flyers now use the pool daily for their pool training and club nights for their younger and elite swimmers and have seen a significant increase in their swimmers since they have held their training at Crewe Lifestyle Centre.

Swimming Club Relationships

Throughout 2016/17 Everybody worked tirelessly with the eleven local swimming clubs utilising our facilities in order to establish, maintain and improve working relationships as well as improving swimming development pathways for participants.
Macclesfield Amateurs and Congleton Amateurs are just two of those swimming clubs that have now signed Partnership Agreements with Everybody, as well as a Volunteer Agreement which has many benefits for both parties.
Those benefits include discounted training opportunities for the club's volunteers, whilst the clubs have realigned their provision of swimming, so to ensure that both they and Everybody Sport & Recreation now offer a complementary swimming provision. These improved relationships are proving beneficial for the local and surrounding swimming communities, and participation in swimming has increased by 21% this year alone. (Nationally Sport England shows a 7% decline).

Joint-Use Changes At Poynton & Alsager

New ways of working with a number of our joint-use school colleagues have started to take effect, with one of the key benefits of opening up more public access to Alsager and Poynton Leisure Centres in the future.

At Alsager, more primary schools will be able to use the pool facilities during the day time as well as providing daytime sports facilities to groups such as the U3A, taking pressure off peak times and making sites more accessible to those who would not normally access sport at those times.

Additional daytime swimming opportunities have also been opened up, providing more lunchtime swimming times to increase future active participation for our key target groups.

Ben Returns To Complete Marathon Number 224 At Macclesfield Leisure Centre

UK runner Ben Smith set himself the inspirational challenge of completing 401 marathons in 401 consecutive days across 309 different UK locations and we were lucky enough to see Ben at Macclesfield Leisure Centre twice to complete marathons number 133 and 224.

The 401 challenge aims to raise both awareness of the issues of bullying along with £250,000 for 'Stonewall' and 'Kidscape' two charities both dedicated to tackling bullying. Both these charities work to support award winning initiatives which really get to the heart of bullying in our UK schools and society in all its forms. Ben started off the event by giving a talk to 100 school children from 10 local schools around the seriousness of bullying and how we can all help to stop this from happening. The children then went on to complete the warm up and 1 mile around the athletics track with Ben.

Team Everybody Wins Active Cheshire Team Games

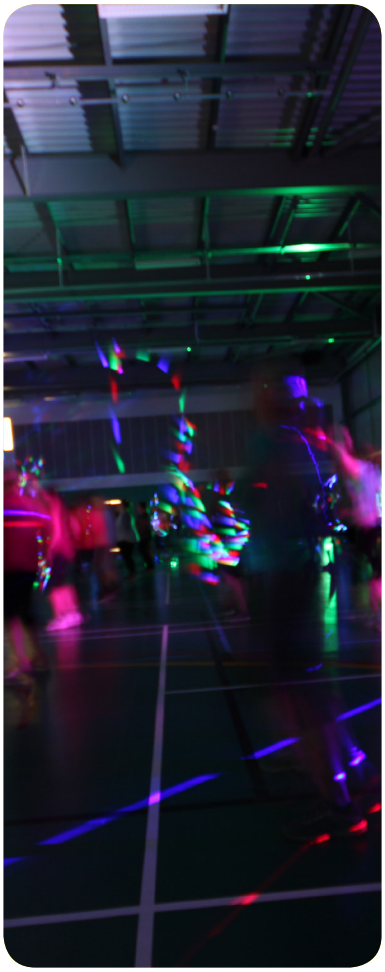
On Sunday 18th September Active Cheshire held the first Team Games tournament at Chester Racecourse. The event was held to encourage people in Cheshire and Warrington to have fun whilst getting active.

Active Cheshire said, "Thousands of people were in attendance, including 800+ children from local schools who came to take part in the Bubble Run. Around 600 parents/guardians were there to watch the kids and at least 500 spectators came down to see all the various activities. There were also around 1000 participants from local businesses, contributing to a minimum total of around 3,000 people on the day".

Everybody Sport and Recreation entered a team of 10 employees into the Team Games tournament. They battled it out over It's a Knock Out style obstacle courses, sports day challenges and testing their fitness and coordination to the limits. The whole team showed commitment and team spirit having fun at each activity area.

The results came in with Everybody Sport and Recreation taking the lead with 166 points to top the table. We were crowned winners of the first Active Cheshire Team Games Tournament 2016!

Alsager Clubbercise Launch Raises £200 For Breast Cancer Charity



On 11th March, group fitness instructor Josie Hurst from Alsager Leisure Centre launched a brand new fitness class with a charity evening for Everybody members, family and friends. Clubbercise is a craze is sweeping the country, which is a dance exercise class in the dark to the best club classics and to top it off everyone gets their very own glow stick to light up the room!

The evening was a great success with over 50 men and women in attendance raising almost £200 for Breast Cancer.

Josie Hurst commented, "We knew that Clubbercise was going to be a popular group fitness class to bring to Everybody centres in Cheshire and I wanted to make the launch as much fun as possible. We invited Everybody members to bring along their friends and family and asked for donations on the night to raise money for Breast Cancer Research. I was pleased to see so many people turn up and dance the night away and we can't wait to welcome everyone back on a regular basis."

The session was so popular that it has now become a regular session across several of our leisure centres across Cheshire East.

Wilmslow Evans Theatre

Wilmslow Leisure Centre has been proud host to many public events during 2016 including theatre shows, speeches, music festivals, boxing nights, dance shows and the Wilmslow Symphony Orchestra's Concerts. These events have been a huge hit with the community bringing in upwards of 15,000 visits in total and highlighting the standard of the facility.

Sue Morris of Sue Morris School of Dance said, "I would just like to commend Sam Tompkins and your staff at the Leisure Centre on their help with our third dancing school show in the Evans Theatre. Our shows have been a great success each time and 'the team' are unfailingly helpful and professional. The atmosphere is very friendly and welcoming and nothing is too much trouble for them. In the run up to the show, Sam is constantly available to discuss our needs. We will definitely be using the Leisure Centre for our next show."

"Our shows have been a great success each time and 'the team' are unfailingly helpful and professional."

Everybody Foundation

The Everybody Foundation was officially launched at the December 2016 Staff Awards. The Everybody Foundation is Everybody Sport and Recreation's charitable foundation that raises funds to support individuals and groups to promote a healthy and active lifestyle. So far the staff at Everybody have raised money through running various events and activities such as, raffles, mince pie bake off competitions and more.

The projects that the Foundation may decide to fund are endless and may include helping a sports club to develop a new session for a hard to reach group, supporting young athletes to access specialist training facilities, or assisting a local group to purchase new equipment.

The Foundation's aims are to promote a healthy and active lifestyle in Cheshire East, to improve facilities used to fulfil an active lifestyle and to assist individuals to achieve their potential.

5. Change Lives Through Healthy Recreation

Participation & Membership Growth 2016/17

14,872
Everybody Members
(10,934 in 2015/16)

3,076,591
Attendances
(2,855,470 Target)

36%
Membership Increase Since 2015/16

Participation Numbers

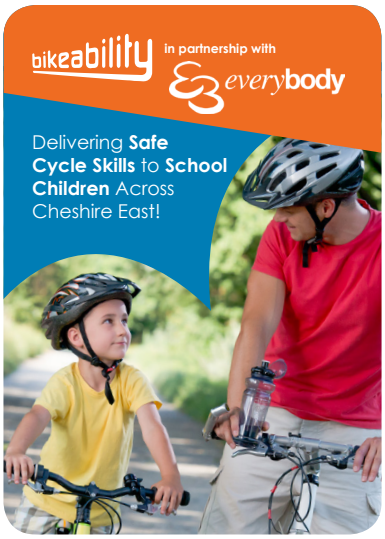
In an Olympic year, combined with the huge support from Crewe residents for the new £15M Lifestyle Centre, attendances continue to grow across all categories.
Over 220k additional attendances have been recorded during the year, with overall attendance up 8% against target and over 60s up 16%.

Everybody Healthy Success

Susan Heathcote was diagnosed with Breast Cancer and the Move More exercise programme changed everything for her. Since starting, Susan has now been attending on a weekly basis and has lost over 1 stone and no longer feels breathless. "Kevin springs us on through the exercises – nothing is too much trouble. I have become less fatigued by exercising, I have met other people and I enjoy working as a group. The support and guidance from the coach is brilliant."

Bikeability Success

The Department for Transport (DfT) has awarded Cheshire East Council with a grant of £590k for Bikeability cycle training until 2020 and Everybody Sport and Recreation will be delivering the programme on behalf of the Council due to the success of the scheme over the last two years. Since May 2014 Everybody Sport and Recreation has delivered cycling training to over 12,000 children in cycling proficiency.



Councillor David Brown, Portfolio Holder for Highways and Cheshire East Council commented, 'Bikeability is a great way to encourage children and their families to get active and have fun on their bikes. The programme teaches vital road safety information and cycling skills, helping to reduce the number of children being injured on our roads and enabling them to enjoy cycling safely."

Bikeability 2016/17:

Number of schools taken part: **132**

Number of children taken part: **5612**

Age range: **5 to 17yrs**

(2016/17 Target 4,542)

Everybody Awards

The 2016 Everybody Awards showed once again the massive impact sport can have by changing lives, especially for this year's Sports Personality of the Year winner, Daniel Bramall.

Daniel, who has cerebral palsy which affects his lower limbs, is an Everybody volunteer at Shavington Leisure Centre and Crewe Lifestyle Centre, he started wheelchair racing in 2012 with no previous sporting background, inspired by the London Olympics.

Daniel trains 4 days a week with Stockport Harriers as well as locally at Queen's Park Crewe, at home and with Personal Trainer Mitch Lawrence at Crewe Lifestyle Centre. In just 4 years he started to compete locally and nationally before being selected for the T33 100m at Rio in September.

Disability Sports Programme

Everybody Sport and Recreation believes that leisure and learning activities are not passive ways of spending time, rather a way of gaining enjoyment, satisfaction, achievement, pleasure and inclusion. Leisure time is where people develop social skills, form friendships and increase their practical abilities, self-worth and independence.

Inclusive Cycling & Multi-Sport Event

On Friday 2nd September Macclesfield Leisure Centre held an Inclusive Cycling and Multi-sport event, bringing together community groups to take part in a cycle challenge.

26 adults with disabilities and their carers, family and friends from the Macclesfield Lifestyle Group and the David Lewis Centre attended the event along with the Cheshire Fire Service and Tesco's Food to Fork project volunteers. Everyone had the chance to try the 12 inclusive bikes and they managed to cycle around the Macclesfield Athletics Track 310 times clocking up a great 77 miles!

In support of the Cheshire Tour of Britain we organised an inclusive cycling event to take place with an aim to achieve as many miles of the Cheshire Tour of Britain route as we could. 310 laps of the athletics track with our inclusion bikes was a fantastic effort by all involved.

Lorryn Dixon, Macclesfield Lifestyle Group commented, 'Every one from the lifestyle group had a fantastic day, it was a real pleasure to be involved in such a positive and worthwhile event, we can't wait for the next one!'

Carers & Family Holiday Activity Programme Success

In September 2015 Everybody was successful with a funding application to start an activity programme for carers. For February 2016 it was decided to do something different as a pilot session. Rather than run separate holiday and carer activity sessions Everybody Sport and Recreation combined both for one session at Alsager Leisure Centre to hopefully attract whole families to the session.

The holiday offer was very well received with a total of 55 children and adults attending the session. 8 adults took part in the taster session who have not attended a carer session previously. During this session people took part in PiYo, a combination of Pilates and Yoga, as well as Clubbercise. In the main sports hall there were a range of activities available for people of all ages to try. This included the giant bouncy castle, arts & crafts, wheelchair basketball, soft archery, ten pin bowling, parachute games and badminton.

There were coaches and volunteers supporting these activities. Parents had the opportunity to join in with the activities themselves, use the equipment to do some free play with the younger children if they didn't want to take part in the main activity, or to relax and chat to other parents while their children were taking part in the activities. 7 families took up the option of going swimming by joining the public swim session running at the centre that afternoon.

There was fantastic feedback from the Carer and Family session with mentions all over social media and comments from the activity survey including how carers were gaining respite from these sessions and that the whole family could now be involved in getting active.

Cared For Children

During 2016 our Cared for Children scheme continued to provide fitness and activities in Cheshire East growing to 446 memberships for eligible children, their carers and siblings. We saw attendances of 3,062 swimming, gym and class sessions from these members in comparison to 1,926 the previous year which shows a great impact in the physical activity happening in this group of people.

One carer said, "The free pass has had a positive impact on my young person, it has given them meaningful activities to engage with and has helped to improve relationships between himself and staff members. It also has allowed them to speak more openly as the distraction of the gym has allowed the guard to come down slightly, which has given a greater insight to that person."

446
Cared for Children Members

3062
Gym, Swim & Class Sessions Attended

60%
Increase in Member's Attendance

Key Performance Indicators At A Glance

Live Memberships

Total
14,872

CEC Contract
13,705

HCPC Contract
1,167

Growth
36%

Cared For Children
Memberships
446
(402 in 2015/16)
Attendances
3,062
(1,926 in 2015/16)

Talented Athletes Support Scheme
Number of Athletes
81
Visits per Athlete
42
(20 in 2015/16)

Disabled Users
Memberships
858
(642 in 2015/16)
Attendances
13,376
(11,757 in 2015/16)

Bikeability
Attendances
5,612
(DFT Funded 4542)

Volunteer Hours
6675
(6,486 in 2015/16)

Participation

Total Attendance	Adult	16 Years & Under	60 Years +	Other
3,076,591	1,338,323	1,028,948	143,491	565,829
(2,811,694 in 2015/16)	(1,122,972 in 2015/16)	(1,020,241 in 2015/16)	(117,816 in 2015/16)	(550,665 in 2015/16)

Customer Survey 2016 Overall Responses

- Overall Satisfaction 8.15
- Staff Friendliness 8.73
- Staff Knowledge 8.48
- Staff Politeness 8.75
- NPS 34.09
- General Cleanliness 7.82
- Value For Money 8.46
- Refreshments 7.22
- Variety 8.41

everybody HEALTHY

2016 - 2017

Everybody Healthy works with public, private and voluntary sector partners and the residents of Cheshire East to provide integrated community based health programmes and solutions from cradle to grave.

Rehabilitation Exercise

Helping people gently recover and get back into exercise with specialist support. Conditions: Phase IV Cardiac Rehab, COPD, Cancer, Fibromyalgia and Dementia.

Total Attendances

5366

Family Focus

Supporting targeted individuals and families to lead healthier lifestyles.

- **103** Referrals
- **40** Families

Results include weight loss, reduction in medications, increased physical activity levels and improved mental wellbeing.

actiLife

Everybody Workplace Challenge

Wearable technology to increase physical activity levels within the workplace.

- **60** Participants
- **19 Million** Steps
- **9816** Miles Travelled
- **642,254** Calories Burned
- **76%** Participants Increased Their Physical Activity Levels

Bikeability and Bikeability Plus

Cycle training, giving the next generation the skills and confidence to ride their bikes on today's roads.

- **6558** Participants
- **261** Schools Took Part
- **4249** Children Passed Levels 1 to 3

Activ8

Fun activity sessions for children with disabilities.

- **2460** Attendances
- **126** Sessions Delivered
- **334** Impairments Catered For

Home Education Programme

A multi sport session for children who are educated at home.

- **144** Attendances
- **17** Families

Results include increased confidence, skill set and physical activity levels

Lifestyle Coach Programme

Helping people make healthier choices and improve the quality of their life.

- **307** Completers
- **219** Went From Inactive To Active
- **9kg** Average Weight Loss
- **5cm** Average Waist Reduction
- **40** Went From Pre-Hypertension To Normal Reading
- **104** Increased Their Fruit Consumption
- **123** Increased Their Portions Of Vegetables
- **76%** Took Out A Membership

"I have not self harmed in the first 4 weeks of starting the programme"

"I'm no longer afraid of exercising"

"The sessions allow children to be themselves"

"The programme has helped my depression tremendously"

OUR NEW COMMISSIONED SERVICES

- **Active Lives** Physical Activity Referral
- **Taste for Life** Cookery Courses Healthy Eating
- **Be Steady Be Safe** Falls Prevention
- **Fit for Birth** Healthy Pregnancy
- **Re-Shape** Adult Weight Management
- **Let's Get Movin** Family Weight Management

ReferAll
Referral Management System Embedded

ROYAL SOCIETY FOR PUBLIC HEALTH
RSPH
QUALIFICATIONS APPROVED CENTRE

everybody HEALTHY

www.everybody.org.uk
Registered Charity Number: 1156084

Finance

Operating Surplus 2016-17

	Unrestricted Funds	Restricted Funds	01 Apr 2016 - 31 Mar 2017	01 Apr 2015 - 31 Mar 2016
	£	£	£	£
Income:				
Donations and Legacies	2,781,274	-	2,781,274	2,897,611
Charitable Activities	9,060,803	7,681	9,068,484	7,974,221
Other Trading Activities	318,158	-	318,158	37,216
Investment Income	2,057	-	2,057	-
Grants & Contracts	2,420,049	231,208	2,651,257	2,725,622
Total Income	**14,582,341**	**238,889**	**14,821,230**	**13,634,670**
Expenditure On Charitable Activities				
Other Trading Activities	350,671	-	350,671	44,684
Charitable Activities	14,062,921	296,158	14,359,079	13,405,829
Total Expenditure	**14,413,592**	**296,158**	**14,709,750**	**13,450,513**
Net Income (Expenditure)	168,749	(57,269)	111,480	184,157
Transfers Between Funds	(57,269)	57,269	-	-
Operating Surplus/ (Deficit)	**111,480**	**=**	**111,480**	**184,157**
Funds of the Charity				
Unrestricted Funds			111,480	69,374
Designated Funds			-	114,783
Total Funds			**111,480**	**184,157**

YOUR everybody TRUSTEES

Andrew Kolker
BOARD CHAIRMAN

FINANCE & RISK COMMITTEE

Phil Bland
COMMITTEE CHAIR

Zoe Davidson

Steve Percy

CUSTOMERS & PARTNERS COMMITTEE

Christine Gibbons
COMMITTEE CHAIR

Harry Korkou

Richard Middlebrook

Andy Farr

PEOPLE & GOVERNANCE COMMITTEE

Martin Hardy
COMMITTEE CHAIR

Helen Gowin

Colin Chaytors

Company Number: 8685939

Registered Charity Number: 1156084

HEAD OFFICE:
Holmes Chapel Community Centre
Brooklands Building,
Station Road, Holmes Chapel,
CW4 8AA

COMPANY SECRETARY & REGISTERED OFFICE:
Oakwood Corporate Services, 3rd Floor,
1 Ashley Road, Altrincham,
Cheshire
WA14 2DT

BANKERS:

Barclays Bank
1 Churchill Place,
London,
E14 5HP

SOLICITORS:

Bates, Wells & Braithwaite
10 Queen Street Place,
London,
EC4R 1BE

AUDITORS:

Crowe Clarke Whitehill LLP
3rd Floor, The Lexicon,
Mount Street,
Manchester, M2 5NT

Registered Charity Number: 1156084
Registered in England & Wales (No. 08685939)

Cheshire East Council

Cabinet

Date of Meeting: 10th October 2017

Report of: Sara Barker, Head of Strategic HR

Subject/Title: Apprenticeship Levy Procurement Framework

Portfolio Holder: Cllr J P Findlow, Corporate Policy and Legal Services

1. Report Summary

1.1. This report provides an update following a previous report submitted to Cabinet on 17th January 2017 on the way forward for the procurement of apprenticeship training provision across the Council, ASDVs and maintained schools.

2. Recommendation

2.1 To approve the development of a preferred supplier list, in partnership with Stockport Metropolitan Borough Council and potentially Cheshire West and Chester Borough Council (subject to Cheshire West and Chester Borough Council internal approval being sought), for the delivery of apprenticeship levy funded training across the three Councils, any ASDVs and maintained schools via a formal OJEU tendering process. The intention is that Cheshire East Council will act as the lead authority on this work.

2.2 Cabinet is requested to delegate authority to the Head of Strategic HR, in consultation with the Portfolio Holder responsible for Corporate Policy and Legal Services, to award and enter into contracts with the successful providers, following a fully compliant OJEU procurement exercise for contract periods covering an initial period of 3 years with the option to extend the contract for a further 1 year (total 4 years).

2.3 To authorise Head of Strategic HR, in consultation with Portfolio Holder Responsible for Corporate Policy and Legal Services to take all necessary actions to implement the proposal.

3. Other Options Considered

3.1 The development of a procurement framework without collaboration with neighbouring local authorities has been considered, but this option would not benefit from any efficiency savings brought by partnership working.

3.2 The proposed option is also less onerous for potential training providers who are reporting an almost unmanageable workload in relation to responding to calls for procurement as a result of the apprenticeship reforms brought in by the Government in April 2017.

3.3 Consideration was also given to collaborating with Association of Greater Manchester Authorities (AGMA) and using the dynamic purchasing system that is currently being developed, but AGMA has since confirmed that this DPS will be Greater Manchester focused and is likely to not be suitable for our needs.

4. Reasons for Recommendation

4.1 Taking into account the advice of the legal and procurement teams, the establishment of a preferred supplier list for the delivery of the training of the Council's apprenticeship programme will be an effective and efficient method for the procurement of training providers. By working in partnership with neighbouring local authorities there is scope to benefit from economies of scale, sharing the administrative burden of maintaining an approved supplier list and an opportunity to develop cohorts of apprentices across the three local authorities that will benefit from an improved learning experience at a reduced cost.

5. Background/Chronology

5.1. At the beginning of the new parliament, the Government set a target of three million new apprenticeship starts by 2020. To work towards achieving this target, the Government has developed new legislation related to apprenticeships, some of which is included in the Enterprise Act.

5.2. From April 2017, the Finance Bill (2016) introduced a new funding mechanism for apprenticeships, an 'apprenticeship levy'. The levy is paid by employers (including the public sector) on 0.5% of pay bill. All employers receive an annual allowance of £15,000 to offset against their levy, meaning that the levy only applies to employers whose annual wage bill is £3 million or above. Employers in England who pay the levy do get out more than they pay into the levy, through a 10% top-up to their digital accounts.

5.3. The levy payment made by Cheshire East Council is made available to the Council through an Apprenticeship Service account. The functionality of this online portal enables the Council to search for training providers, advertise apprenticeship opportunities, select the most appropriate training provider and is also the tool used to pay selected training providers for the training element of our apprenticeships. Funds expire 24 months after they appear in the digital account.

5.4. Cheshire East Council calculates, reports and pays its apprenticeship levy to HMRC through the PAYE process alongside tax and NICs.

5.5. Cheshire East Council's apprenticeship levy liability is forecast to be approximately £689,000 per year. With the 10% top up outlined above, this provides an approximate annual fund of £736,000 for the provision of apprenticeship training across the Council, ASDVs and maintained schools.

5.6. The levy liabilities of Stockport Metropolitan Borough Council and Cheshire West and Chester Borough Council are broadly the same, meaning the approximate total spend through the approved suppliers could be up to £2.4 million per year.

5.7. The Enterprise Act also provides the Secretary of State for Business, Innovation & Skills the power to set public bodies a target for the number of apprentices that they should have in their workforce in England. The target is currently set to be 2.3% of the total workforce.

5.8. A programme of work is in place to help Cheshire East Council achieve the target and spend levy funds available to us. This work is linked into the wider economy through The Skills and Growth Company.

5.9. A Waiver Approval and Record of Non-Compliance (WARN) is signed and in place currently for the procurement of apprenticeship training. Spend on this waiver is capped in accordance with the light touch regime under the Public Contracts Regulations 2015 at £589,148.

6. Wards Affected and Local Ward Members

6.1 All Wards.

7. Implications of Recommendation

7.1 Policy Implications

The recommendations in this report support those set out in the Apprenticeship Task and Finish Group Report - March 2016. They are also in line with our procurement policy and procedure.

7.2 Legal Implications

The payment of the apprenticeship levy is an obligation of the local authority. Therefore, from May 2017, Cheshire East Council has a statutory duty to pay the apprenticeship levy and to hit the target set for the number of apprentices within the organisation.

The mechanism being introduced for the payment of apprenticeship training providers only allows the procurement of government approved suppliers which are detailed on a Register of Approved Training Providers to be established nationally. Only those on this Register will be eligible to apply to the preferred supplier list.

When the Council commissions training providers it has to comply with the light touch regime under the Public Contracts Regulations 2015 and the Council's own Contract Procedure Rules. A preferred supplier list will act in a similar manner to a framework agreement allowing the Council to call off services as and when required.

7.3 Financial Implications

The apprentice levy is set at 0.5% of total payroll. The anticipated annual cost is around £689,000. The Government deducts a portion of this figure (approximately £20,000) to reflect employees who live outside England and then tops up the remainder by 10%. Based on figures to date, the anticipated total annual amount available to spend will be around £736,000. This figure has reduced, and will continue to do so, as schools have left/leave the Council to become academies.

The displacement effect of the Apprenticeship Levy is still unclear at the present time and this may result in variances against the Organisational Development and Workforce Development budgets going forward. There is also some uncertainty about the Authority's ability to spend the full amount of the Apprenticeship Levy funding which is of concern, as it expires and is lost to the Authority 24 months after being paid into the account.

The 2.3% public sector quota does mean that the Council needs to offer more apprenticeship opportunities from April 2017. These could be for new or existing employees. Based on a total FTE headcount of 8,130 (Aug 2016), CEC's target for the number of apprentices is 187. Increasing the number of apprentices will incur additional salary costs.

7.4 Equality Implications

None.

7.5 Rural Community Implications

None.

7.6 Human Resources Implications

These government changes do mean that Corporate Human Resources at Cheshire East Council has new administration responsibilities around procuring and tracking training for the Council's apprentices.

7.7 Public Health Implications

None

7.8 Implications for Children and Young People

The introduction of an apprenticeship levy and a public sector target for the number of apprentices are government initiatives, designed to drive up the number of apprenticeships across the country

This report relates only to the procurement of training providers, but it should be noted that work has begun on how the increase in apprenticeship opportunities at the Council can form part of a Cared for Children Strategy.

8. Risk Management

8.1 A timetable for the awarding of the contracts is in place to ensure that the required deadlines are met.

9.0 Access to Information/Bibliography

9.1 The background papers relating to this report can be inspected by contracting the report writer.

10. Contact Information

Contact details for this report are as follows:

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Designation: Senior Manager, Workforce Development
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Email: abigail.rushton@cheshireeast.gov.uk

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CHESHIRE EAST COUNCIL

Cabinet

Date of Meeting: 10th October 2017

Report of: Executive Director, Place

Subject/Title: Sale of Land at Longridge, Knutsford

Portfolio Holder: Councillor D Stockton, Regeneration

1.0 Report Summary

1.1 This report refers to land which is referenced in the Local Plan as Site LPS 38, Land South of Longridge, Knutsford, (referred to as The Site from hereon). The Site at Longridge, Knutsford was allocated to provide approximately 225 dwellings under the Local Plan which was adopted on 27th July 2017.

1.2 The Site is landlocked and can only be accessed via Council land. The Council land comprises a grass verge which is delineated 'green' and existing public open space land which is delineated 'blue', as illustrated on the plan enclosed within Appendix 1.

1.3 The existing public open space land is of poor quality suffering from inadequate drainage. The grass verge comprises overgrown vegetation and is located adjacent to the highway (this is not adopted and is classified as private Council land).

1.4 The Site is located circa 0.5 miles to the east of Knutsford town centre on the edge of the settlement boundary and is circa 11ha in size.

1.5 This reports seeks approval for the disposal of part of the land delineated 'blue' for the purposes of providing access to The site and the land delineated 'green', as provided within Appendix 1. The 'green' land would be incorporated into the scheme to better integrate the new development into the adjacent Longridge estate.

1.6 If approved, the Council could deliver the following benefits:

- circa 225 homes allocated under the Local Plan;
- Development of a sustainable and accessible site in Knutsford;
- Regenerative benefits to the Longridge Estate located opposite;
- The developer would be able to design a scheme that enhances the overall provision and quality of public open space in the locality;
- Deliver a capital receipt.

2.0 Recommendation

2.1 It is recommended that Cabinet authorise the Executive Director of Place to:

a. Advertise the intention to dispose of part of the land delineated 'blue' on the enclosed plan, which is identified as open space, for the purposes of providing access to The Site, in accordance with the Local Government Act and, in consultation with the Portfolio Holder for Regeneration, give due consideration to any representations made.

b. Advertise the intention to dispose of the land delineated 'green' on the enclosed plan, which is identified as open space, in accordance with the Local Government Act and, in consultation with the Portfolio Holder for Regeneration, give due consideration to any representations made.

c. Subject to a decision regarding public open space, approve the freehold disposal of part of the land delineated 'blue' for the purposes of providing access to The Site and the land delineated 'green', on terms to be agreed by the Executive Director for Place in consultation with the Director of Legal Services, the Section 151 officer, the Cabinet Member for Finance and Communities, and the Cabinet Member for Regeneration.

d. Complete any other ancillary legal documentation (inclusive of, but not exclusive to, licence agreements and easements) over the land delineated 'blue' and 'green' in conjunction with the disposal of the land.

e. So far as is reasonably possible bearing in mind the size and proposed use of The Site to use reasonable endeavours to minimise the land take for the access road.

3.0 Reasons for Recommendations

3.1 The Site has been allocated for new housing under the Local Plan adopted on the 27th July 2017. Access is required through the Council owned land to enable development.

3.2 Disposal of the land delineated 'green' provides an opportunity to remove a physical buffer between the new housing and the Longridge Estate – the overgrown grass verge – thus maximising the regenerative benefits in this area.

3.3 The Site has suffered from several incidents of crime and anti-social behaviour in recent years. In particular, the site appears to be persistently targeted by trespassers using off-road motorbikes. As unused grassland adjacent to the urban area and in the absence of any current or potential economic use, the site cannot be managed effectively and securely without development.

3.4 A sale will generate a capital receipt and save the Council ongoing holding and maintenance costs and health and safety risks.

3.5 Although the Grass Verge is the logical route for access into The Site, historic covenants on this land prevent its use for access. It is unknown who now benefits from the right to enforce the covenants effecting the grass verge and indeed whether the covenants remain enforceable and investigating the same could lead to significant cost risks and delays to the scheme.

3.6 Therefore, the preferred option to form access to the Site is through part of the land delineated 'blue'. It is highlighted that the terms of the disposal shall oblige the developer to minimise the land take for the road thus reduce the impact on the existing public open space.

3.7 It is proposed that the developer will undertake works to enhance the existing open space within that 'blue' land retained by the Council; in addition to the provision of new open space within The Site should this be agreed as part of a planning consent.

4.0 Wards Affected

4.1 Knutsford

5.0 Local Ward Members

5.1 Cllr Stewart Gardiner

5.2 Cllr Hayley Wells-Bradshaw

5.3 Cllr Tony Dean

6.0 Policy Implications

6.1 The Disposal will bring a redundant site back into economic use and facilitate new development that is in keeping with the locality, delivering a significant amount of additional public open space. It will also support the Local Plan allocations and housing land supply given The Site allows for a residential allocation for 225 dwellings.

7.0 Implications for Rural Communities

7.1 There are no implications for rural communities with regard to this proposal.

8.0 Financial Implications

8.1 The sale of land will generate a capital receipt for the Council and dispose of a maintenance liability.

8.2 Further financial information is included within a report annexed to this report as it contains exempt information pursuant to schedule 12A of the Local Government Act 1972 and therefore it is withheld from public inspection.

9.0 Legal Implications

9.1 Section 123 of the Local Government Act 1972 allows a Local Authority to dispose of land on such terms, as it considers appropriate subject to its obtaining the best consideration reasonably obtainable for the land interest.

9.2 Section 123 of the Local Government Act requires the advertisement of any open space before its disposal and consideration of any objections received following such advertisement.

9.3 The Localism Act 2011 introduced the General Power of Competence, which allows the Council to do anything an individual can do, provided it is not prohibited by other legislation. These powers have replaced the previous wellbeing powers however the use of these powers must be in support of a reasonable and accountable decision made in line with public law principles.

10.0 Risk Management

10.1 The sale is conditional upon receipt of planning consent for housing with access through land allocated as existing open space within the green belt. There is a risk planning permission will not be granted and the sale will not proceed. However, preliminary advice has been obtained from planning officers and there appears to be a realistic prospect of approval given that The Site has an allocation for 225 dwellings.

10.2 The retained ‘blue’ land (i.e. that land not used for access) will remain as existing open space under the ownership of the Council.

10.3 The contract would oblige the owner of The Site to maximise the gross sale receipts from the combined site.

10.4 The contract shall acknowledge the Council’s statutory duties including its position as the Local Planning and Highways Authority are entirely separate to the disposal agreement. It shall also be acknowledged that any planning applications shall be entirely ‘arms-length’ from the Council’s statutory duties and nothing in the agreement shall fetter the Council’s duties or obligations as a public regulatory and enforcing body.

10.5 The current proposal looks to minimise the area of land required to enable access to The Site. Based on indicative plans prepared by the owner of The Site, c4% of the public open space land edged blue would be required. The Council will look to minimise the land take required for the scheme further if this is achievable for the proposed development.

11.0 Background

11.1 The Site has been granted a residential allocation for 225 dwellings. The Local Plan was adopted 27th July 2017.

11.2 The owner of The Site proposes to submit outline planning consent as soon as possible subject to coming to an agreement with the Council for access through its land. An indicative scheme is provided within Appendix 2.

11.3 The preferred option to form the access is through part of the 'blue' land which is allocated as existing open space in the green belt. External planning advice in respect of providing an access point through the Green Belt has been obtained.

11.4 ANSA indicate they could support alterations to the existing Public Open Space if the overall provision in the locality is enhanced. The Highways Service has previously indicated that they have no objection to the preferred access location subject to seeing a detailed proposal.

11.5 By proceeding, the Council can derive the following benefits:

- Delivery of circa 225 homes allocated under the Local Plan;
- Development of a sustainable and accessible site in Knutsford;
- Regenerative benefits to the Longridge Estate located opposite;
- The developer would be able to design a scheme that enhances the overall provision and quality of public open space in the locality;
- Delivery of a capital receipt.

12.0 Alternative Options

12.1 Refuse to allow use of the Council land for the formation of a new access to The Site.

12.2 The Council could include the entirety of the 'blue' land to facilitate access and provide an opportunity to better incorporate the existing open space into The Site. The contract could allow for the developer to undertake works to the Council's retained 'blue' land / existing open space should this be required as part of the planning permission for The Site, in relation to the improvement of the existing open space The current proposal is different in that it is estimated that c4% of the land edged blue may be needed and further work will be undertaken to test if this can be reduced further, whilst still achieving a safe access that would achieve planning permission.

12.3 The Council could grant an easement to access The Site. This would not enhance the Council's position as the access land would eventually be required to form an adopted highway and, therefore, would come back under Council control when the development is constructed. This may also reduce the capital receipt as it would complicate the ownership and access rights and could be perceived as a risk to any future housebuilder and the eventual homeowners and mortgagees.

12.4 The Council has also considered a number of other options to create access to The Site; however these would not generate a practical or achievable solution to bringing the scheme forward. This included disposing only of the strip of land adjoining Longridge (shown edged green), however this approach would not generate the required certainty to bring the scheme forward.

13.0 Access to Information

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

Further information annexed to this report which contains exempt information pursuant to schedule 12A of the Local Government Act 1972 is withheld from public inspection.

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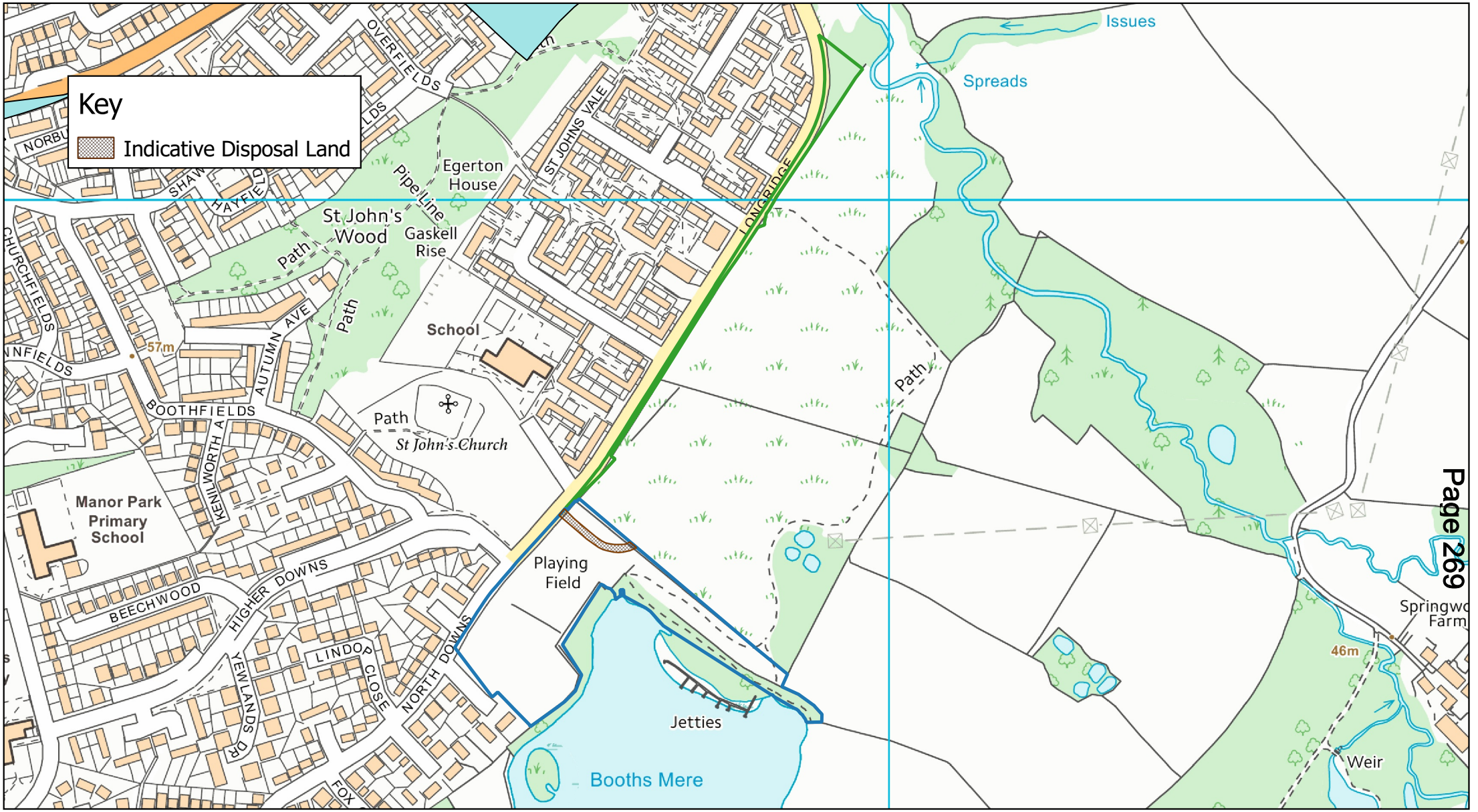

Land off Longridge, Knutsford

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Project Title
Mereside, Longridge, Knutsford

e*SCAPE Job No.
016-001

Client
Dewscope Limited

Drawing Number
016-001-P007

Revision
REV C

Drawing Title
Illustrative Masterplan

Scale
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