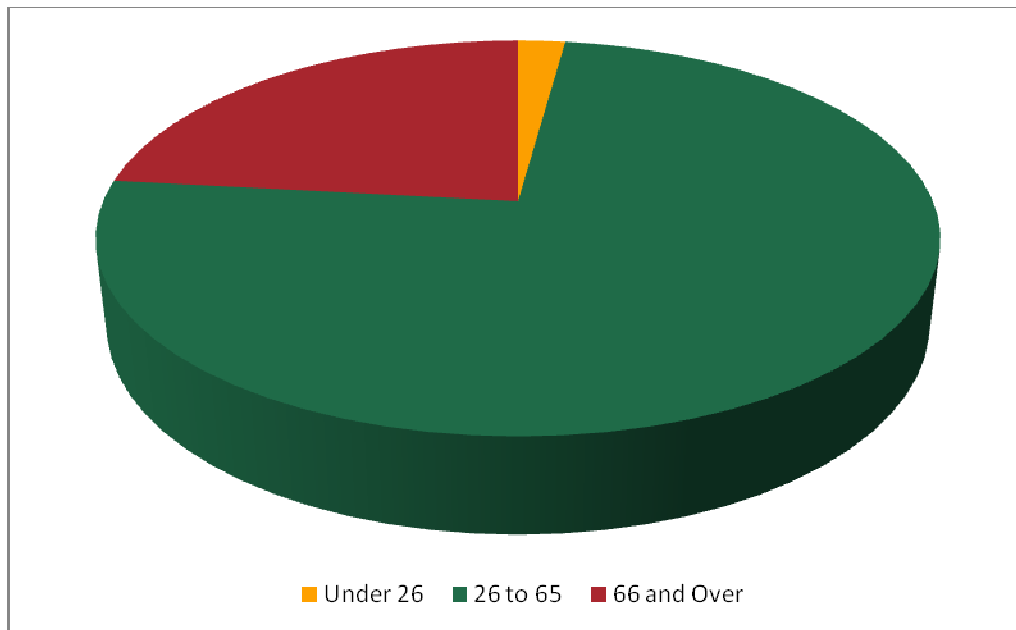


Draft Sandbach Town Strategy: Summary Report of Consultation

Overall Response

A total of 263 representations were received on the draft Sandbach Town Strategy along with one petition with 152 signatories.

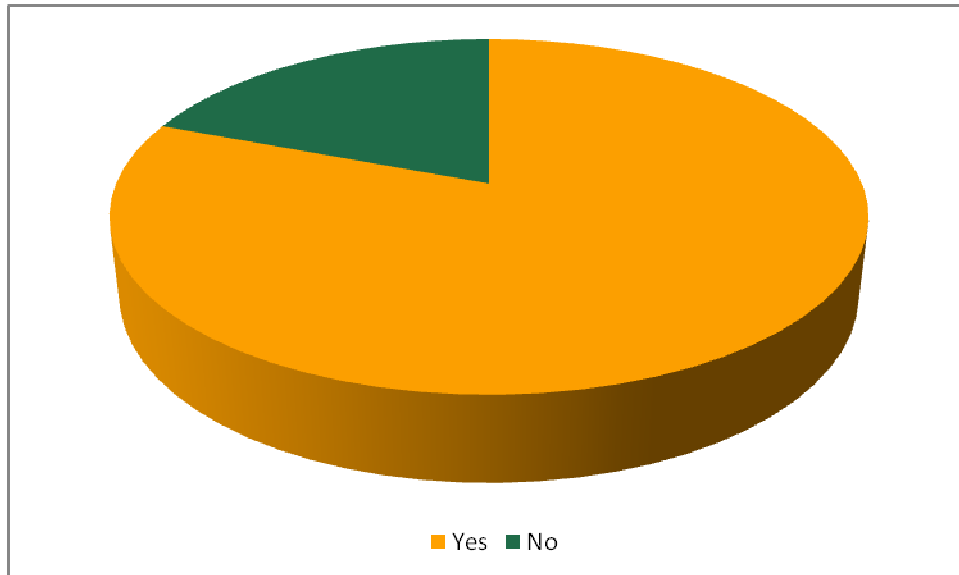
Of the 185 respondents who entered their age details, 2% of people who took part in the consultation were under the age of 26; 75% were aged 26 to 65 and 23% were aged 66 and over.



Q1 Vision

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

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



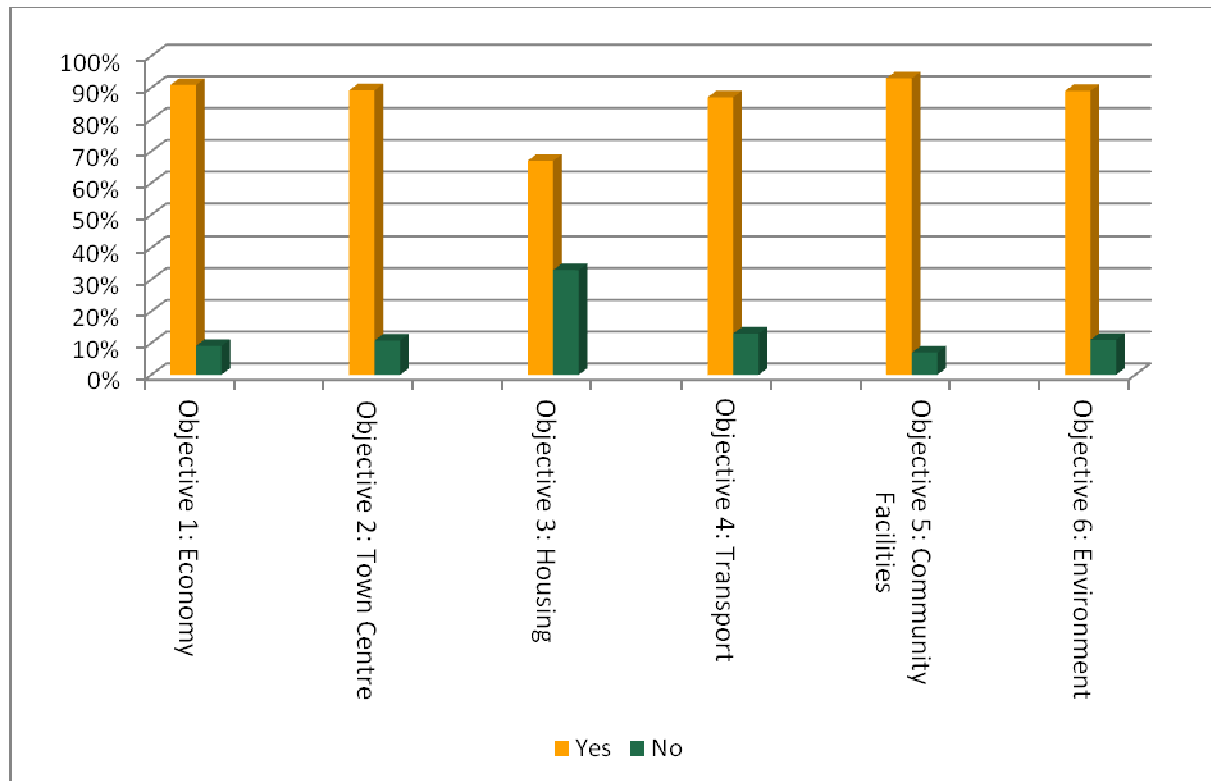
Key themes from the consultation:

- Importance of providing an environment for the many local high-school students
- Emphasise the importance of the town's market town history and its heritage
- Some recognition of the need for appropriate growth and development, balanced with the need to maintain quality of life and provide employment
- Role of Sandbach as a market town is queried: what is the real role of Sandbach?
- Some support for employment in order to make the town sustainable and less of a 'dormitory'
- There should be a stronger environmental element including reducing car use and providing spaces for nature
- Some support for housing growth
- The vision, which promotes growth, contradicts the content which seeks to maintain the status quo
- Highlight the need for a strong focus on design and sustainable communities
- The town needs to attract and retain young, aspirational, working people and families in order to draw in new employers.
- Wider role of Sandbach in Cheshire East
- Insert links to the National Planning Policy Framework
- Remove the reference to 'growth': Sandbach is overdeveloped in terms of private housing and any growth would amount to 'suburban sprawl'
- Reservations about the realistic economic impact of tourism
- The vision should seek 'safe, healthy, educated and stable communities'

Q2 Objectives

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

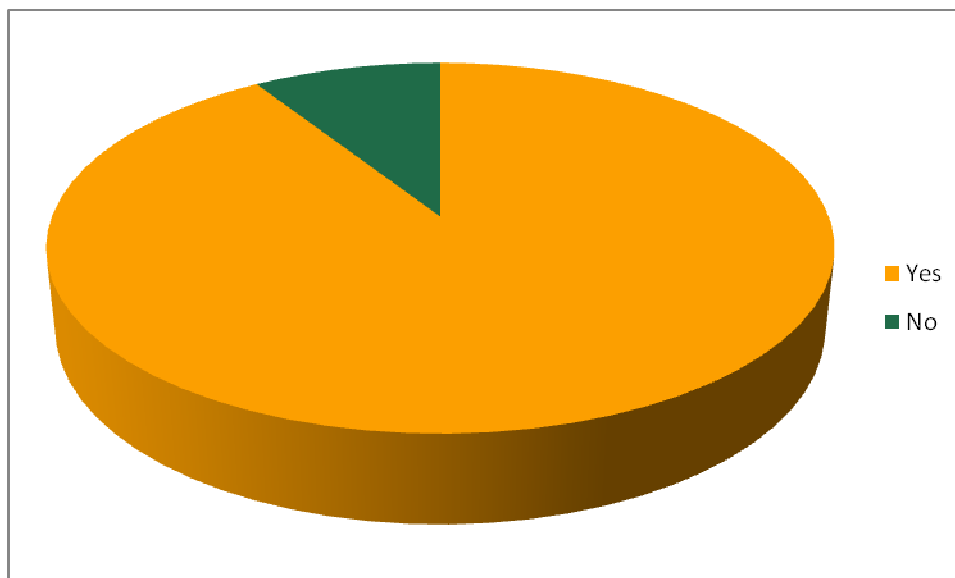
- 79% of respondents answered Objective 1 (Economy), 81% Objective 2 (Town Centre), 83% Objective 3 (Housing), 75% Objective 4 (Transport), 80% answered Objective 5 (Community Facilities) and 81% answered Objective 6 (Environment).



1 Economy

Do you agree with the Economy Objective as set out in the draft Sandbach Town Strategy?

- 79% of respondents answered this question
- Yes (91%); No (9%)



Key themes from the consultation:

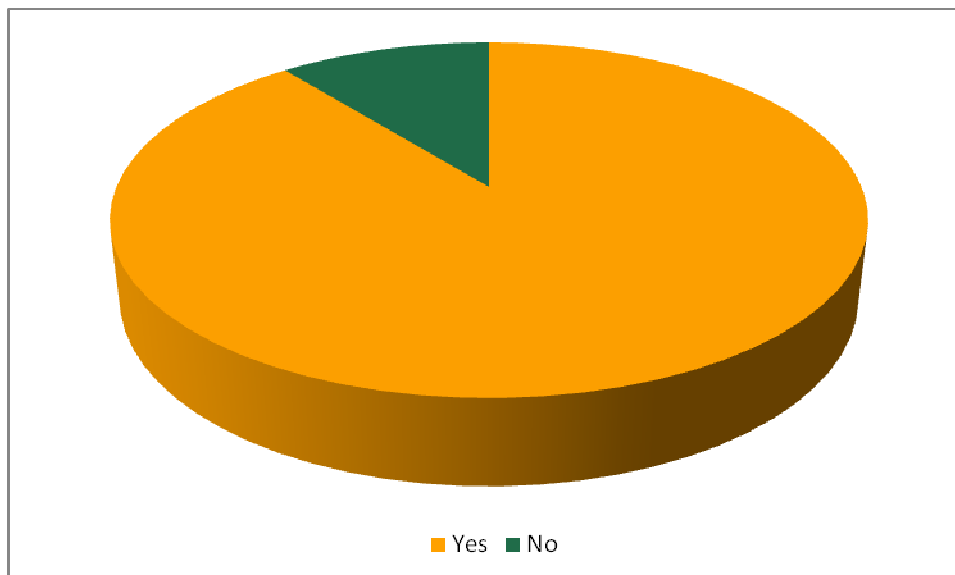
- How are 'adequate supply' and 'suitably located' defined? 'Measured growth' should be quantified.
- Employment uses should be suitably located: greenfield sites must be protected
- Vacant properties should be evaluated before new sites are developed
- New business growth should be organic and not through large scale industry in order to protect town character
- Take greater advantage of proximity to the M6
- Mixed views on tourism: some support due to increased local spending, whereas other respondents do not view Sandbach as a tourist attraction and see investment in this sector as a waste
- Support for adequate employment land supply in order to sustain the existing inhabitants, reduce out-commuting and better balance housing and employment needs. Loss of existing employment land supply to housing has undermined the town's planned employment growth
- Objectives should be extended to include all forms of economic development rather than solely the traditional employment uses
- Generic growth approach is unrealistic
- The importance of economic growth as the driver for future prosperity is not emphasised enough
- Support and opposition to the relocation of the Sorting Office, principally due to accessibility to non-drivers.

- Why does the Sorting Office relocation form part of the Strategy? How does its current location inhibit Objective 1?
- Encourage high-speed fibre optic internet and wireless connectivity to attract businesses.
- The demand for employment land is overstated.
- There is a need for part-time/job share employment for young families
- Attract businesses such as bio-crops and solar panel farms to make Sandbach more self-sufficient in energy terms
- Remove reference to 'facilities for touring caravans' and replace with cycling or campsite.
- Support for and opposition to the marina and the promotion of the canal
- Remove reference to provision of additional employment land, as there is already sufficient
- Additional employment land should not be out-of-town
- Carry out an assessment of the current employment land
- Protect farmland and the rural economy from development
- The town's weakening economic position must be addressed, as must the opportunities arising from the wide range of development sites

2 Town Centre

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

- 81% of respondents answered this question
- Yes (89%); No (11%)



Key themes from the consultation:

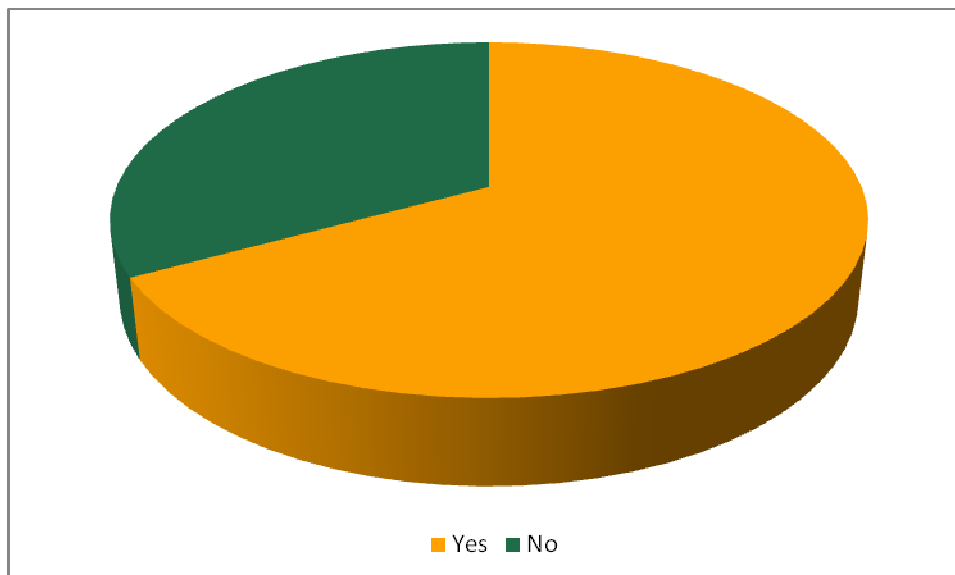
- Develop and maintain the retail element of the town centre's role
- Too much focus on accessibility: it should not compromise historic features such as cobbles
- Town markets, consistent with the market town vision, should be part of the objective, not solely part of the strategy.
- Support for local retailers
- Town centre appearance must be improved if visitors are to be attracted
- It is not clear how the town centre objectives will be achieved through the proposals
- The town centre does not need changing
- Support for short-stay, free, additional parking near shops, although there is also a recognition that charges may reduce short car journeys and fund car park maintenance
- Replacement of Commons Car park has already been investigated and found not to be viable
- Despite some support, there is also opposition to the relocation of the market to Market Square due to its lack of parking, accessibility and smaller size which would downsize the market
- Support for modernisation and promotion of the market, potentially through relocation to High Street or to a purpose-built indoor facility
- Support for and opposition to reinstatement of village green at the Commons. Opposition is based on the proximity of Sandbach Park, the cost, the loss of the transport festival, and the risk of anti-social behaviour.
- Some opposition to the reference to national retailers

- Encourage a pavement cafe culture to discourage the drinking culture which deters visitors to Sandbach on Friday and Saturday nights
- Caution with regard to the residential use of town-centre upper floors, with regard to parking and safety issues
- There is a need to increase the amount and quality of retail provision in Sandbach, including the additional convenience floorspace requirement noted in the Cheshire Retail Study Update
- There are limited in-centre sites to achieve retail growth. Sustainable out-of-centre sites may be required.

3 Housing

Do you agree or disagree with the Housing Objective in the draft Sandbach Town Strategy?

- 83% of respondents answered this question
- Yes (67%); No (33%)



Key themes from the consultation:

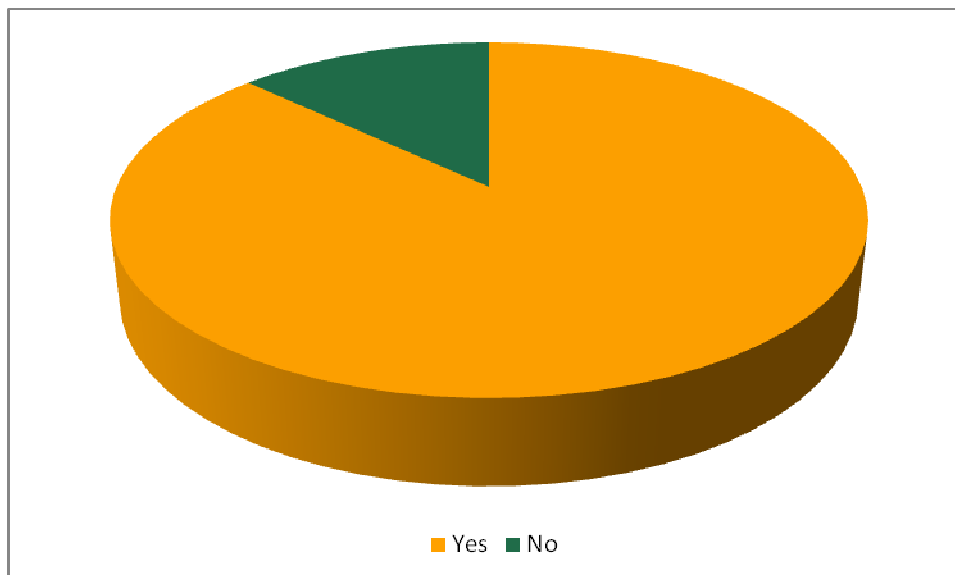
- General recognition that more housing is required.
- Should include a reference recognising that new housing is required to support economic growth
- Should refer to meeting housing need
- Concern that housing growth will make Sandbach into a dormitory town, and will be inconsistent with its character.
- Housing for 'everyone' should be restricted to existing residents
- Impact on congestion
- Concern that this objective will be viewed by developers as a licence to build low-quality, energy-inefficient houses
- Insert an additional objective on raising the energy efficiency of existing houses
- Prioritise design
- Brownfield emphasis, with a suggestion that 70% of new housing should be located on brownfield sites
- Schools, shops and other facilities should be within walking distance, with good access to jobs, key services and infrastructure in order to meet the government's objectives of creating mixed and sustainable communities.
- Should reference the need to locate and deliver sustainable new housing: without this, the strategy conflicts with National Planning Guidance
- 950 homes are too many, exceeding the concept of a sustainable growth. How has the figure been derived?

- Large increases in the number of new homes would only be justified if local employment opportunities were improved.
- 950 homes are too few. Identified housing need indicates there should be around 3,200 additional homes in Sandbach. This figure would meet the objectives of the Council's Economic Strategy
- A mix of housing types and tenures are not required on every development
- Include the amount of new schools, leisure and health facilities and where they would be located
- Support for and opposition to mixed housing and employment sites

4 Transport

Do you agree with the Transport Objective in the draft Sandbach Town Strategy?

- 75% of respondents answered this question
- Yes (87%); No (13%)



Key themes from the consultation:

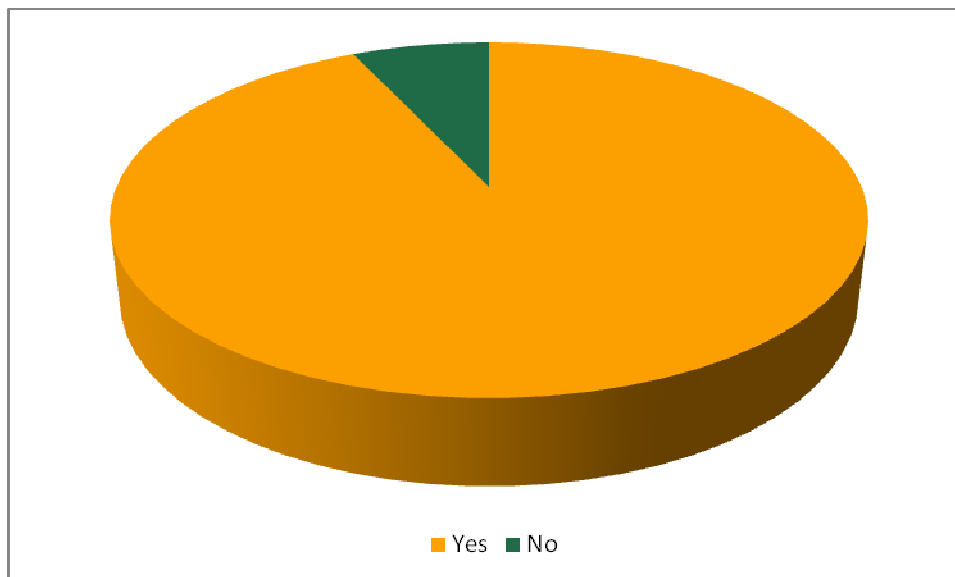
- Differing views on the extent to which car use should be reduced, and the level of satisfaction with existing public transport
- Strengthen the facilities for pedestrians, cyclists and public transport including provision of a better cycle route within and between towns
- Do not develop further facilities for the private motorist
- The objective of an 'Integrated Transport System' is vague
- Vulnerable road users should not be given priority in every location
- Reference speed limit reduction
- Enable reduced environmental impact of transport eg discourage use of single-occupant fossil-fuelled vehicles; incentivise low-carbon technologies
- Our transport infrastructure has regular buses and a train service to all areas: additional transport will cause problems.
- Transport is a major need which is massively underresourced: it is currently impractical to travel by public transport to Nantwich
- We are a car-based society. Achieving the objective will be demanding and complicated. Concern that the draft document contains a reactionary response, whereas Sandbach requires a strategic, integrated strategy which responds to the planned housing growth.
- The objective requires a massive change in national policies.
- Reduce congestion
- Support for improvements of Junction 17 as it is 'dangerous'
- Support and opposition for the park-and-ride and shuttle bus options, with opponents believing the scale of Sandbach does not support these initiatives

- Support for railway station improvements including disabled access, covered cycle parking.
- Mixed views on additional station car parking; traffic calming; pedestrianisation; car sharing car park;
- Support for a review of the amount of traffic through the town centre, with reverse one-way systems and short-term parking recommended.
- Add a reference to a northern bypass for the town

5 Community Facilities

Do you agree with the Community Facilities Objective in the draft Sandbach Town Strategy?

- 80% of respondents answered this question
- Yes (93%); No (7%);



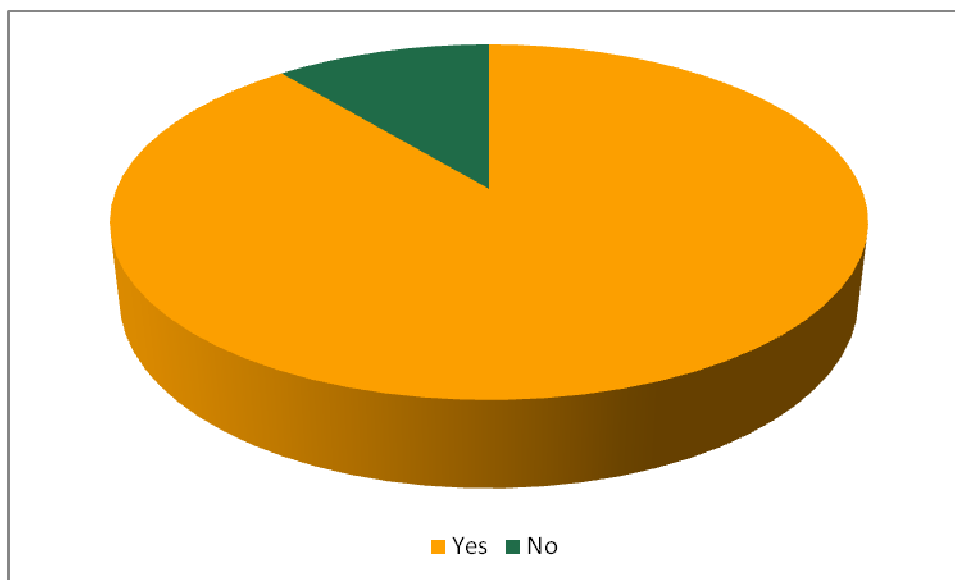
Key themes from the consultation:

- Contrasting opinions on the need for new facilities and the extent to which accessibility is important
- Cost is relevant to this objective as resources are not finite
- Remove reference to the village green
- Support reference to safeguarding the park
- Promote learning and attract business through a focus on computer equipment, classrooms and high-speed fibre-optic internet
- Some support for a tunnel crossing for the A34, although an opposing view sees this as poor value for money
- Support for more leisure facilities, particularly where these would benefit schools and share resources with existing leisure facilities
- Suggest reallocate relevant sub-themes from community facilities to environment and transport
- Development of new footpaths and cycle routes can be less costly if incorporated with edge of town housing/commercial developments
- Add reference to allotments
- Make reference to what facilities are required and the needs from which they have been derived
- Support reference to encouragement of venues for concerts
- Support for and opposition to provision of youth facilities, including a query as to whether such facilities would be used
- Add reference to provision of facilities for older people due to the ageing population

6 Environment

Do you agree with the Environment Objective in the draft Sandbach Town Strategy?

- 81% of respondents answered this question
- Yes (89%); No (11%);



Key themes from the consultation:

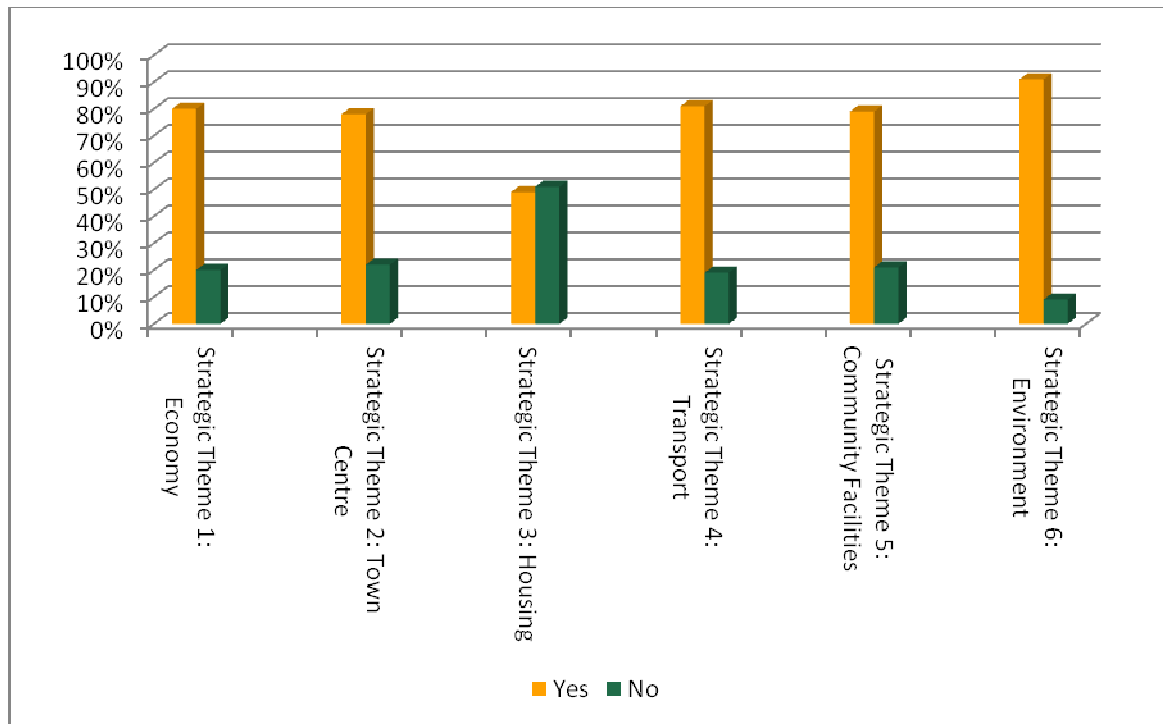
- Contrasting views on 'brownfield first'. It is essential in order to protect open spaces, ecology and the semi-rural character of the town. Others advise caution or removal of the 'brownfield first' reference, as it results in the loss of employment land, the displacement of existing uses onto greenfield sites, and deliverability problems inherent to brownfield sites such as site clearance
- Appropriate greenfield development following the principles of the Garden City Movement
- Deliverability should not adversely affect local air quality. Development should reduce the need to travel or incentivise low carbon transport modes
- Cost-effectiveness and availability to all are key
- Contrasting views on renewable energy. Respondents state it should not be a priority; it should be promoted; and it should be encouraged 'where suitable and financially practical'
- Protect key green space, particularly to stop Sandbach/Wheelock merging with Elworth/Ettiley Heath. However, one respondent states that there is little or no evidence that Elworth or Ettiley Heath have distinctive identities which merit separation.
- The objective will have limited impact. A more pro-development strategy would yield greater environmental gains such as extended wildlife corridors and parkland
- Preserve historic character
- Protect the countryside and open green spaces including Arclid Brook
- There needs to be more definition of the plan-specific ideas that need developing rather than loose overarching statements eg community allotments, planting new woodland

- A much stronger statement identifying specific areas of green space to be protected is required
- Need to redefine areas of land identified as wildlife corridors; emphasise their importance; and safeguard the adjacent land
- Solar panels or wind turbines should not be allowed in the Town Centre Conservation Area
- Local landscape designations or other restraints on development should be avoided in line with national guidance. There should be a distinction between spaces with a clear public role and that which has no structural or public function

Q3 Strategy

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

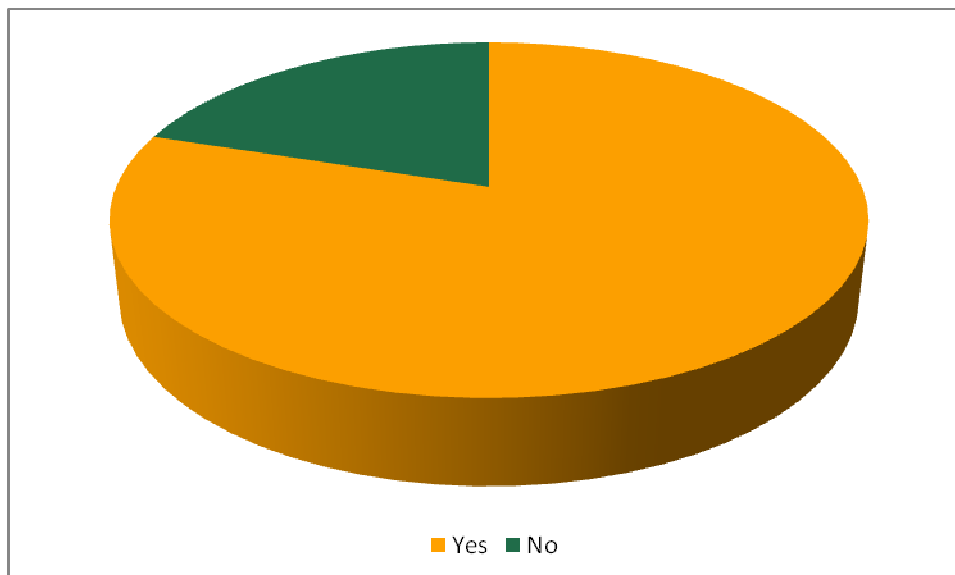
- 80% of respondents answered Theme 1 (Economy), 78% Theme 2 (Town Centre), 80% Theme 3 (Housing), 71% Theme 4 (Transport), 76% Theme 5 (Community Facilities) and 78% Theme 6 (Environment)



1 Economy

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

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



Key themes from the consultation:

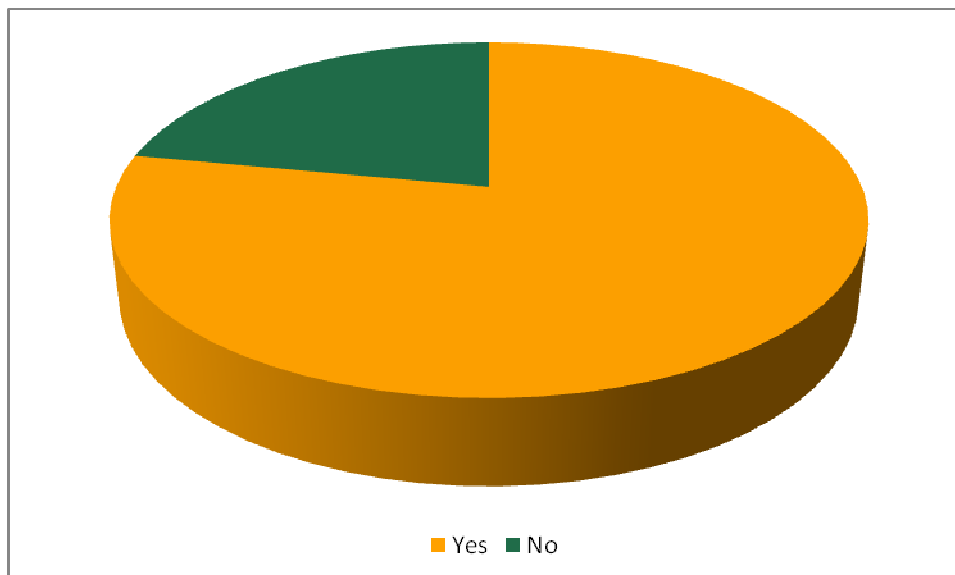
- How are 'adequate supply' and 'suitably located' defined? 'Measured growth' should be quantified.
- Employment uses should be suitably located: greenfield sites must be protected
- Vacant properties should be evaluated before new sites are developed
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- Take greater advantage of proximity to the M6
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- Why does the Sorting Office relocation form part of the Strategy? How does its current location inhibit Objective 1?

- Encourage high-speed fibre optic internet and wireless connectivity to attract businesses.
- The demand for employment land is overstated.
- There is a need for part-time/job share employment for young families
- Attract businesses such as bio-crops and solar panel farms to make Sandbach more self-sufficient in energy terms
- Remove reference to 'facilities for touring caravans' and replace with cycling or campsite.
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- Additional employment land should not be out-of-town
- Carry out an assessment of the current employment land
- Protect farmland and the rural economy from development
- The town's weakening economic position must be addressed, as must the opportunities arising from the wide range of development sites

2 Town Centre

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

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



Key themes from the consultation:

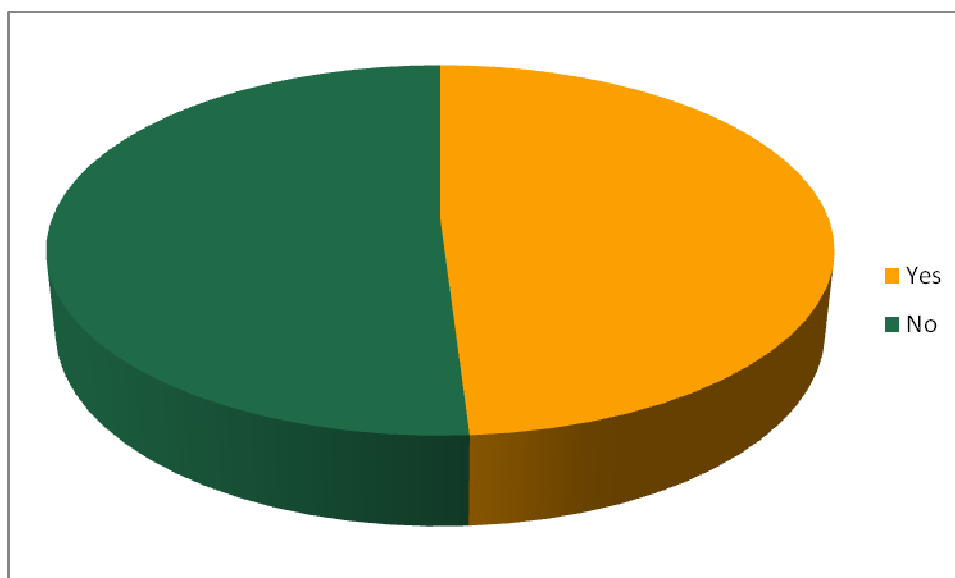
- Develop and maintain the retail element of the town centre's role
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- Encourage a pavement cafe culture to discourage the drinking culture which deters visitors to Sandbach on Friday and Saturday nights
- Caution with regard to the residential use of town-centre upper floors, with regard to parking and safety issues
- There is a need to increase the amount and quality of retail provision in Sandbach, including the additional convenience floorspace requirement noted in the Cheshire Retail Study Update
- There are limited in-centre sites to achieve retail growth. Sustainable out-of-centre sites may be required.

3 Housing

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

- 80% of respondents answered this question
- Yes (49%); No (51%)



Key themes from the consultation:

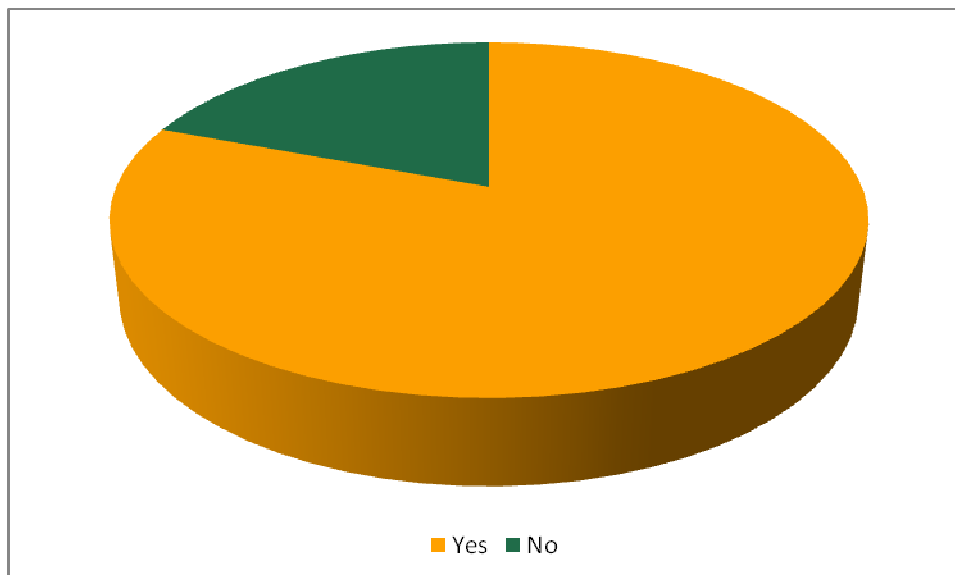
- General recognition that more housing is required.
- Should include a reference recognising that new housing is required to support economic growth
- Should refer to meeting housing need
- Concern that housing growth will make Sandbach into a dormitory town, and will be inconsistent with its character.
- Housing for 'everyone' should be restricted to existing residents
- Impact on congestion
- Concern that this objective will be viewed by developers as a licence to build low-quality, energy-inefficient houses
- Insert an additional objective on raising the energy efficiency of existing houses
- Prioritise design
- Brownfield emphasis, with a suggestion that 70% of new housing should be located on brownfield sites
- Schools, shops and other facilities should be within walking distance, with good access to jobs, key services and infrastructure in order to meet the government's objectives of creating mixed and sustainable communities.
- Should reference the need to locate and deliver sustainable new housing: without this, the strategy conflicts with National Planning Guidance
- 950 homes are too many, exceeding the concept of a sustainable growth. How has the figure been derived?
- Large increases in the number of new homes would only be justified if local employment opportunities were improved.

- 950 homes are too few. Identified housing need indicates there should be around 3,200 additional homes in Sandbach. This figure would meet the objectives of the Council's Economic Strategy
- A mix of housing types and tenures are not required on every development
- Include the amount of new schools, leisure and health facilities and where they would be located
- Support for and opposition to mixed housing and employment sites

4 Transport

Do you agree with the Transport Theme in the draft Sandbach Town Strategy?

- 71% of respondents answered this question
- Yes (81%); No (19%)



Key themes from the consultation:

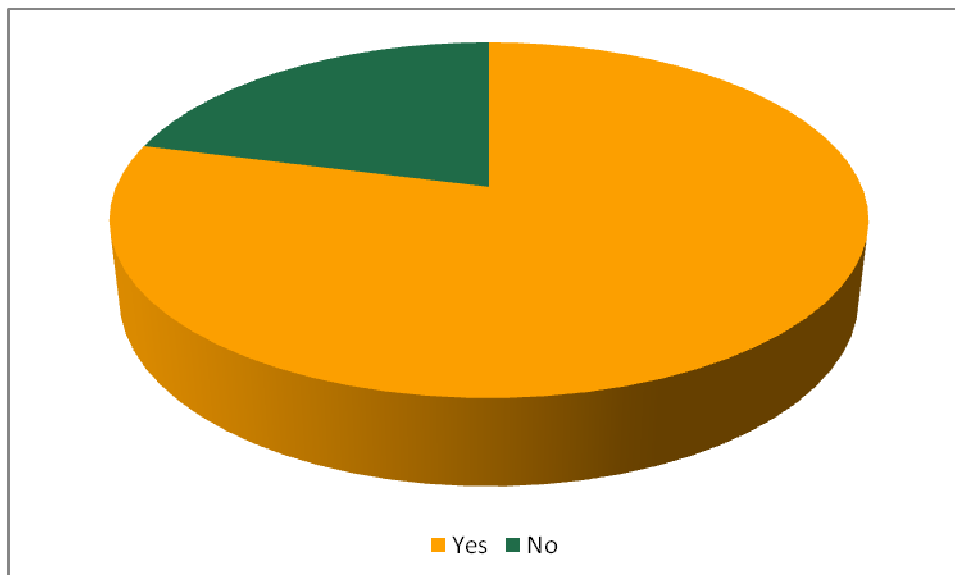
- Differing views on the extent to which car use should be reduced, and the level of satisfaction with existing public transport
- Strengthen the facilities for pedestrians, cyclists and public transport including provision of a better cycle route within and between towns
- Do not develop further facilities for the private motorist
- The objective of an 'Integrated Transport System' is vague
- Vulnerable road users should not be given priority in every location
- Reference speed limit reduction
- Enable reduced environmental impact of transport eg discourage use of single-occupant fossil-fuelled vehicles; incentivise low-carbon technologies
- Our transport infrastructure has regular buses and a train service to all areas: additional transport will cause problems.
- Transport is a major need which is massively underresourced: it is currently impractical to travel by public transport to Nantwich
- We are a car-based society. Achieving the objective will be demanding and complicated. Concern that the draft document contains a reactionary response, whereas Sandbach requires a strategic, integrated strategy which responds to the planned housing growth.
- The objective requires a massive change in national policies.
- Reduce congestion
- Support for improvements of Junction 17 as it is 'dangerous'
- Support and opposition for the park-and-ride and shuttle bus options, with opponents believing the scale of Sandbach does not support these initiatives

- Support for railway station improvements including disabled access, covered cycle parking.
- Mixed views on additional station car parking; traffic calming; pedestrianisation; car sharing car park;
- Support for a review of the amount of traffic through the town centre, with reverse one-way systems and short-term parking recommended.
- Add a reference to a northern bypass for the town

5 Community Facilities

Do you agree with the Community Facilities Theme in the draft Sandbach Town Strategy?

- 76% of respondents answered this question
- Yes (79%); No (21%);



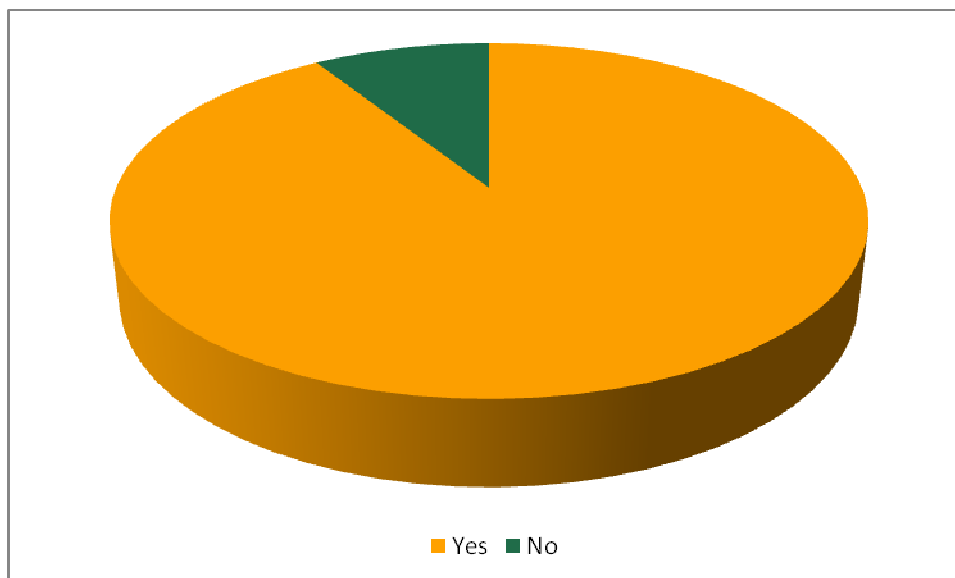
Key themes from the consultation:

- Contrasting opinions on the need for new facilities and the extent to which accessibility is important
- Cost is relevant to this objective as resources are not finite
- Remove reference to the village green
- Support reference to safeguarding the park
- Promote learning and attract business through a focus on computer equipment, classrooms and high-speed fibre-optic internet
- Some support for a tunnel crossing for the A34, although an opposing view sees this as poor value for money
- Support for more leisure facilities, particularly where these would benefit schools and share resources with existing leisure facilities
- Suggest reallocate relevant sub-themes from community facilities to environment and transport
- Development of new footpaths and cycle routes can be less costly if incorporated with edge of town housing/commercial developments
- Add reference to allotments
- Make reference to what facilities are required and the needs from which they have been derived
- Support reference to encouragement of venues for concerts
- Support and opposition to provision of youth facilities, including a query as to whether such facilities would be used
- Add reference to provision of facilities for older people due to the ageing population

6 Environment

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

- 78% of respondents answered this question
- Yes (91%); No (9%);



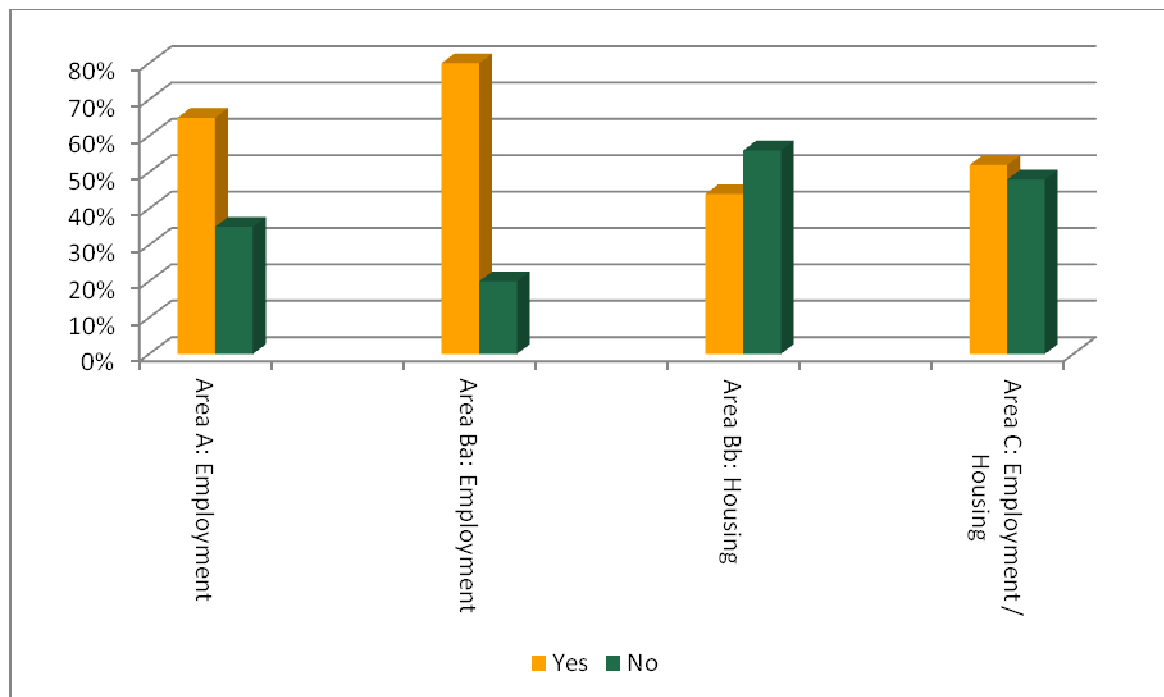
Key themes from the consultation:

- Contrasting views on 'brownfield first'. It is essential in order to protect open spaces, ecology and the semi-rural character of the town. Others advise caution or removal of the 'brownfield first' reference, as it results in the loss of employment land, the displacement of existing uses onto greenfield sites, and deliverability problems inherent to brownfield sites such as site clearance
- Appropriate greenfield development following the principles of the Garden City Movement
- Deliverability should not adversely affect local air quality. Development should reduce the need to travel or incentivise low carbon transport modes
- Cost-effectiveness and availability to all are key
- Contrasting views on renewable energy. Respondents state it should not be a priority; it should be promoted; and it should be encouraged 'where suitable and financially practical'
- Protect key green space, particularly to stop Sandbach/Wheelock merging with Elworth/Ettiley Heath. However, one respondent states that there is little or no evidence that Elworth or Ettiley Heath have distinctive identities which merit separation.
- The objective will have limited impact. A more pro-development strategy would yield greater environmental gains such as extended wildlife corridors and parkland
- Preserve historic character
- Protect the countryside and open green spaces including Arclid Brook
- There needs to be more definition of the plan-specific ideas that need developing rather than loose overarching statements eg community allotments, planting new woodland

- A much stronger statement identifying specific areas of green space to be protected is required
- Need to redefine areas of land identified as wildlife corridors; emphasise their importance; and safeguard the adjacent land
- Solar panels or wind turbines should not be allowed in the Town Centre Conservation Area
- Local landscape designations or other restraints on development should be avoided in line with national guidance. There should be a distinction between spaces with a clear public role and that which has no structural or public function

Q4 Potential Development Options

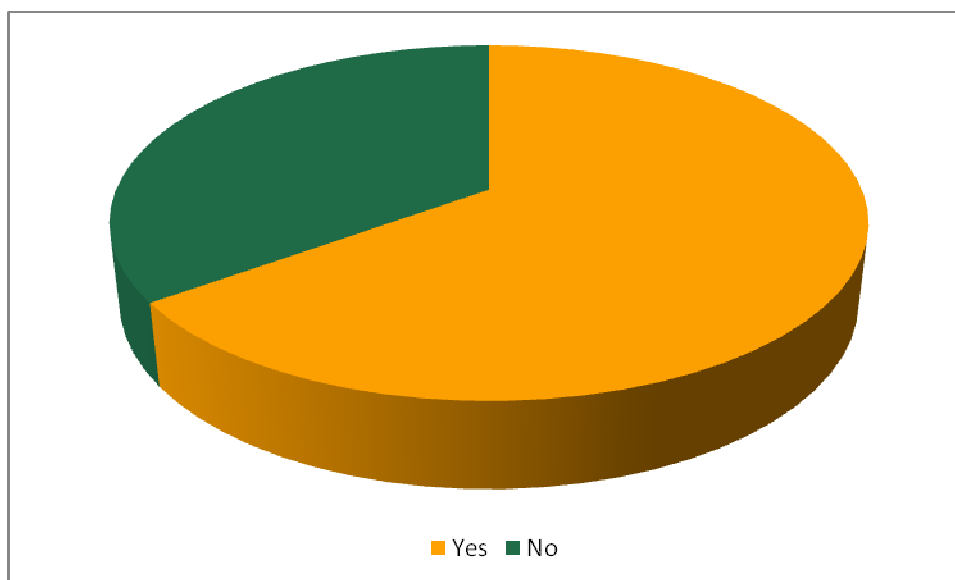
Do you agree with the potential areas for future development in the draft Sandbach Town Strategy?



Site A

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

- 78% of respondents answered this question
- Yes (65%); No (35%)



Key themes from the consultation:

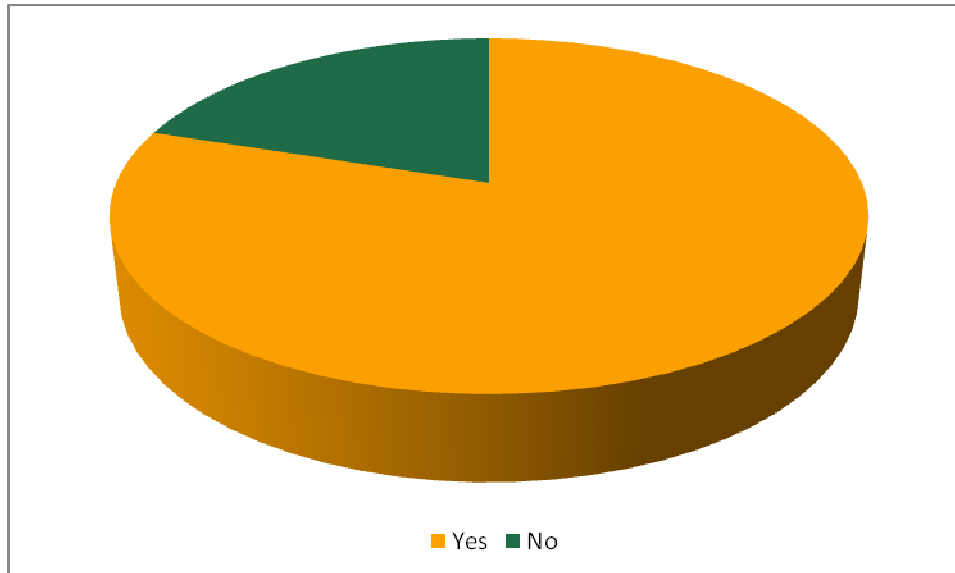
- Site is too small for significant employment use and would encourage piecemeal development. It could lead to demands for housing sprawl into the Green Belt
- There should not be any more development until existing employment sites are utilised
- Will create ribbon development and compromise this rural area
- It is not deliverable due to access issues, requiring extensive alterations to the highway network
- It is not required if Site B can be brought forward
- Will exacerbate problems at J17
- It could adversely affect road access to Site Ba and compete with site Ba which should be a higher priority
- Noise and air quality issues due to proximity to motorway
- Development will be visually harmful
- Employment opportunities should be encouraged
- Car sharers' car park must have sufficient spaces
- Good location which would complement employment-generating uses on the Capricorn Science and Business Park.
- Later release for development will ensure delivery of Capricorn is prioritised.
- Small light industrial units could be feasible given the impact on the busy road.
- Should be developed for employment only
- Support for and opposition to car sharers' car park, with concerns over extent of use
- Remove access to coach park
- Site must be accessible for cyclists due to distance from town centre and train station

- Problems with access from Congleton Road. It will encourage piecemeal development through Fields Farm and beyond
- Ensure land is available for J17 improvements and potential M6 widening
- Is this site needed, as the Employment Land Review and Core Strategy will set the level of employment land required
- Part of the site is in the Jodrell Bank Safeguarding Zone
- Motorway location means that beneficiaries will be non-locals
- Need to allow space for the flood plain. Should leave a green corridor
- Potential impact on Bradwall parish
- The site could be used as a car park in conjunction with sites Ba and Bb
- The site is close to a residential area, so could be used for housing

Site Ba

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

- 77% of respondents answered this question
- Yes (80%); No (20%)



Key themes from the consultation:

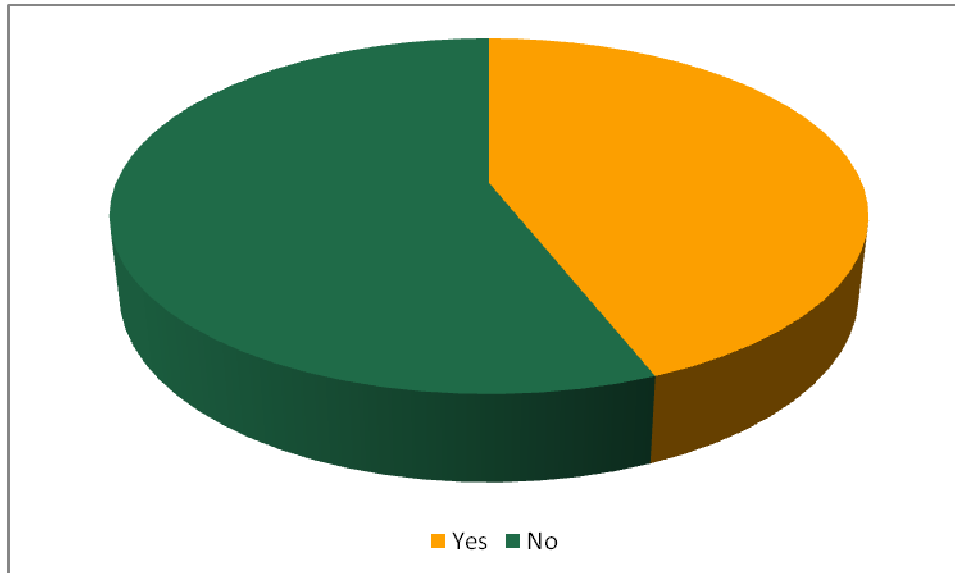
- There are existing brownfield sites and employment areas, where employment development should be focused
- Traffic capacity issues – development would increase traffic
- Impact on good agricultural land and on the wildlife corridor including Arclid Brook Valley West (an SBI Grade B) and Offley Wood, one of the largest plantations of oaks in Sandbach including TPOs. Footpaths must be preserved.
- The flood plain passing through should be allowed for.
- The protection and ecological enhancement of the Arclid Brook river corridor should be part of any development proposals.
- Wildlife corridor should be protected by reducing the size of the development
- Will exacerbate J17 problems, perhaps requiring an additional junction or bypass.
- A funding solution for the required M6 improvements must be identified prior to development
- Alternative access to Old Mill Road will increase pressure on local residential roads
- Will create ribbon development and compromise rural character
- Despite having been allocated for a considerable period, it has not come forward
- Business units are unnecessary.
- It is unsustainable as access relies on expansion of J17 and encourages road transport
- Use as business park with modern offices and high-speed communication links would be attractive to the North West and Midlands
- Include regular subsidised bus routes to the train station
- A large site with good opportunities for new employment options

- Appraise what employment opportunities can be delivered and over what period
- There should be strong resistance to use for food retail and fast food.
- Access is already available and will not cause disruption to residents
- Emphasis on high job level per hectare and predominantly white/blue collar roles with other lesser skilled occupations through retail/leisure/hospitality
- Access should be via a roundabout at the end of Congleton Road
- The site's location means it has a strategically important role, beyond serving Sandbach alone. It should be allocated as a Regional Employment Site so that developers are not able to achieve higher value uses
- Support for and opposition to the reference to a hotel
- Ensure development is visually appealing
- Must tie in with transport strategy and not rely on the car: needs good access to the railway station by public transport and cycling links, as the M6 is too congested to be reliable
- The strategy should consider why this area has not been developed before
- Should not be in the way of any M6 widening scheme
- Consider science and business park with office facilities on existing brownfield areas only
- Site should not be used for warehousing, and should not be compromised by including houses
- Greater emphasis should be on local jobs, and the units should be purpose built for companies already assigned for the location
- The site could include the car sharers' car park

Site Bb

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

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



Key themes from the consultation:

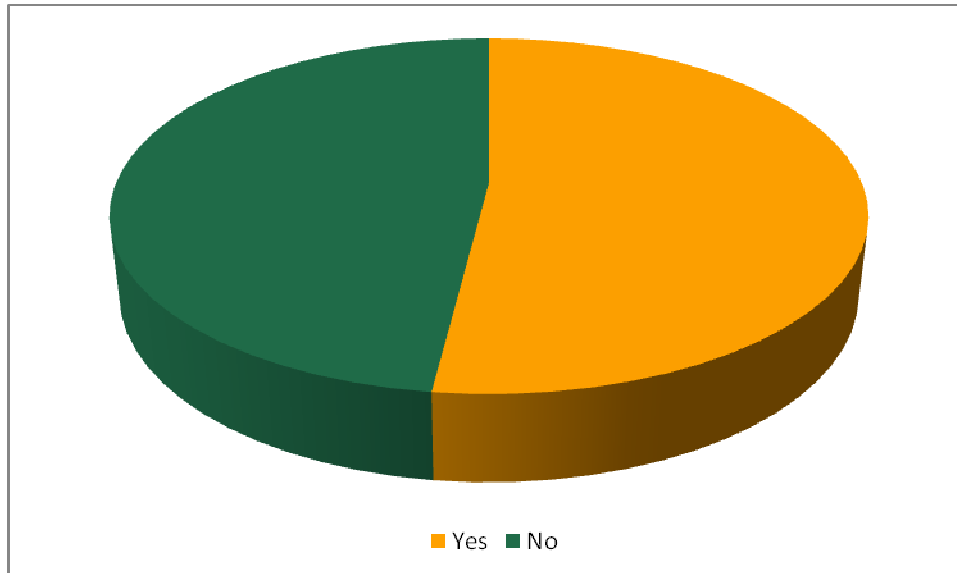
- The south-western part of the site is a suitable, available, deliverable and sustainable location for housing.
- Infrastructure is required including roads, communication, schools and park
- Access is already available and will not cause disruption to residents
- Forms a poor quality green space
- Would need improvements to Junction 17
- Greenfield, agricultural land, producing animal feed
- Land is wet and subject to flood risk.
- Flood plain must be allowed for
- Too large for a development of this type. Smaller developments would be more easily integrated.
- Undeliverable due to constraints including dependency on J17 improvements
- Does not meet the sustainability tests of the NPPF. It encourages more commuting and more traffic onto the roads, exacerbating the problems at J17, and is too far from the town to walk to
- Concerns regarding the capacity of Heath Road and the existing quiet, mature and peaceful estate
- Concerns regarding safety and the capacity of infrastructure and services
- Impact on the Site of Biological Importance, Wildlife Corridor, Offley Wood and public rights of way. Areas adjacent to the Wildlife Corridor should be safeguarded.
- Poor access and parking including narrow, winding lanes which are unsuitable for heavy traffic (Heath Road, Church Lane, School Lane, Dubthorn Lane)

- Light, noise and air pollution arising from the M6 will adversely affect residents' health
- Will create ribbon development and compromise rural character, extending the urban limits into the open countryside and setting a precedent for the development of more land at Sandbach Heath
- It does not bring forward any aspirations of the Town Strategy.
- There is no justification for why this site is a priority. There are other, more suitable, less constrained sites
- No case made for having new housing development
- The A534 is a barrier to direct pedestrian movement
- Access must come from Old Mill Road
- Too many homes. Density of development is too high, far higher than the surrounding medium-density area
- Public open spaces and allotments should be provided as part of any development
- Housing should not be near industrial sites
- Access from Old Mill Road is unacceptable and would compromise the vision of a world class business and science park
- Site selection comments are inconsistent – why is agricultural greenfield land appropriate for development here but not at Site F?
- Should be used for employment rather than housing
- Use it as a country park
- Provide less than 200 houses with access from Hawthorne Drive or Heath Road

Site C

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

- 76% of respondents answered this question
- Yes (52%); Disagree (48%)



Key themes from the consultation:

- A-road access is available and will not disrupt residents
- Remove this allocation – site contains public open space and good farmland
- Location is unsustainable for housing, far from shopping, school and employment opportunities
- Too close to the A534
- Would generate considerable car traffic and exacerbate J17 problems
- Would remove green gap land which prevents coalescence of Winterley with Wheelock, Sandbach and Crewe, Wheelock and Wheelock Heath
- Significant landscape impact, creating ribbon development and compromising rural character, relating poorly to the existing built-up area
- Fails to meet many sustainability standards shown in Table 1 and contradicts the balance of the Strategic document, particularly in comparing its characteristics with the reasons why other sites were discarded. There are more sustainable options.
- Impact of development on semi-rural character has not been assessed
- Would double the size of Wheelock
- Issues with the feasibility of vehicular access
- Flooding issues
- Reservations regarding capacity of transport infrastructure in light of existing congestion
- This area is suitable for employment only
- This area is suitable for housing only
- Employment should be around the existing industrial areas as it raises stress on J17 and the Sandbach bypass

- Impact on schools
- The site contains a playing field and should be protected for recreation use. NPPF guidance regarding the loss of recreation land should be met (ref NPPF paras 28, 73, 74, 171)
- Wheelock Bypass would form a new development boundary and would bring the impact of development into the adjoining countryside and could increase pressure for further development along the Wheelock/Haslington bypass roads.
- Should not compromise the J17 Business Park
- Sandbach is mainly a commuter town, hence new employment does not require proximity to housing
- Potential impact on the adjoining parish of Haslington

If the site were to be developed:

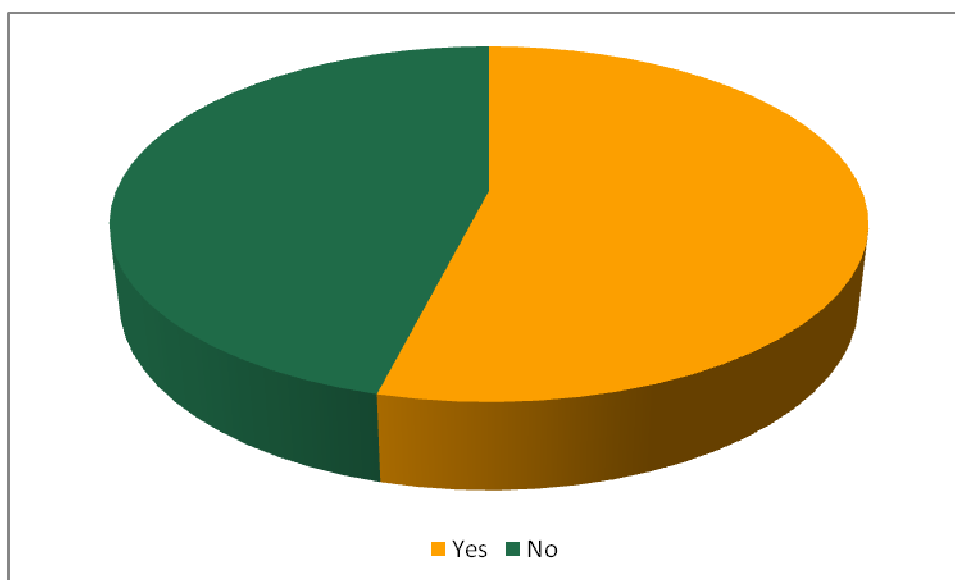
- Retain some public open and play space
- Provide extensive screening between the bypass and old Crewe Road
- Set back development within the site to minimise impact on surrounding rural scenery
- Traffic calming on Crewe Road
- Strong support for cycling and route upgrade including a bridleway (incorporating a wildlife corridor) to link the roundabout to the cycle underpass on Mill Lane
- Food and drink facility provision
- Southern section forms part of the gateway to Wheelock and is likely to cause/encourage excess traffic through the village
- Office/hi-tech development for premium countryside location

Q5 Potential Town Centre Development Options

Area A

Do you agree with Town Centre Area A in the draft Sandbach Town Strategy?

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



Key themes from the consultation:

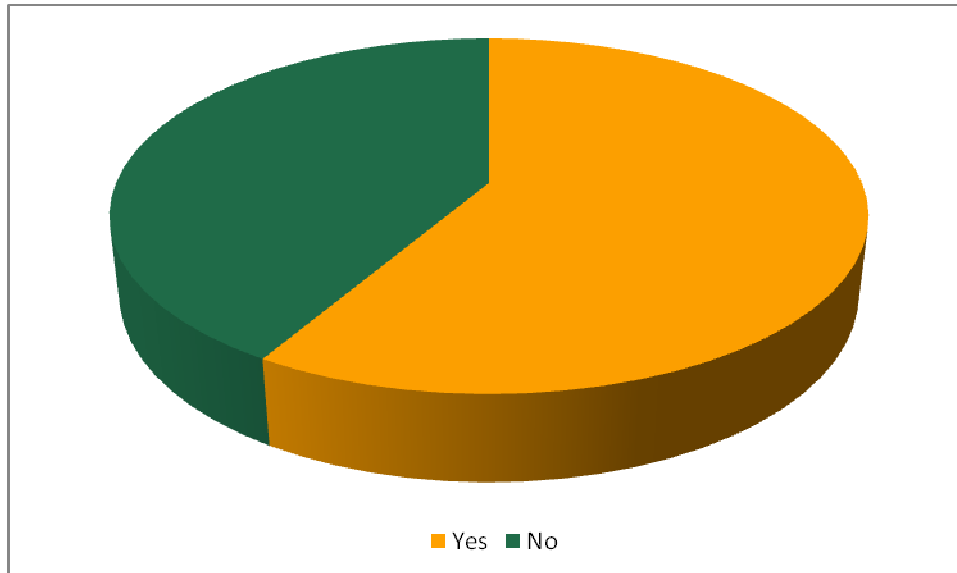
- Remove reference to green area due to expense, proximity to park and potential for anti-social behaviour
- Support green area as it would enhance the town centre and encourage footfall between uses
- Area A should be a focal point but is an eyesore
- Retain Commons car park as parking is a priority for the life of the town. Shoppers would go elsewhere eg Crewe where there is parking on the retail park, and shops will close
- Retain Commons car park as it is used for the transport festival that provides area character
- Reduced scale car parking would encourage rethinking of travel habits, although there may be access issues from the Congleton Road bend
- Must maintain ambulance and fire stations. If majority of callouts are to motorway, they should be relocated there. Or to Site B, and current site becomes car parking.
- Relocation of ambulance and fire stations is an unnecessary expense.
- The library is ideally situated and meets needs. Give it an external facelift rather than providing a new library.
- Support enhanced entrance to the park
- New build would detract from essential character
- Design will be key on this gateway site. Potential for a RIBA Design Competition
- Relocation of car park onto filling station and haulage yard is unlikely to be viable due to owner desire for higher-value uses
- Retail development in Sandbach should not bring it into direct competition with Crewe

- Site is too small to deliver a quantum of development that will significantly enhance the town centre
- Alternative uses include accommodation for the elderly, green area, free car park, housing, learning and community facilities. Should reflect age and heritage of town.

Area B

Do you agree with Town Centre Area B in the draft Sandbach Town Strategy?

- 76% of respondents answered this question
- Yes (59%); No (42%)



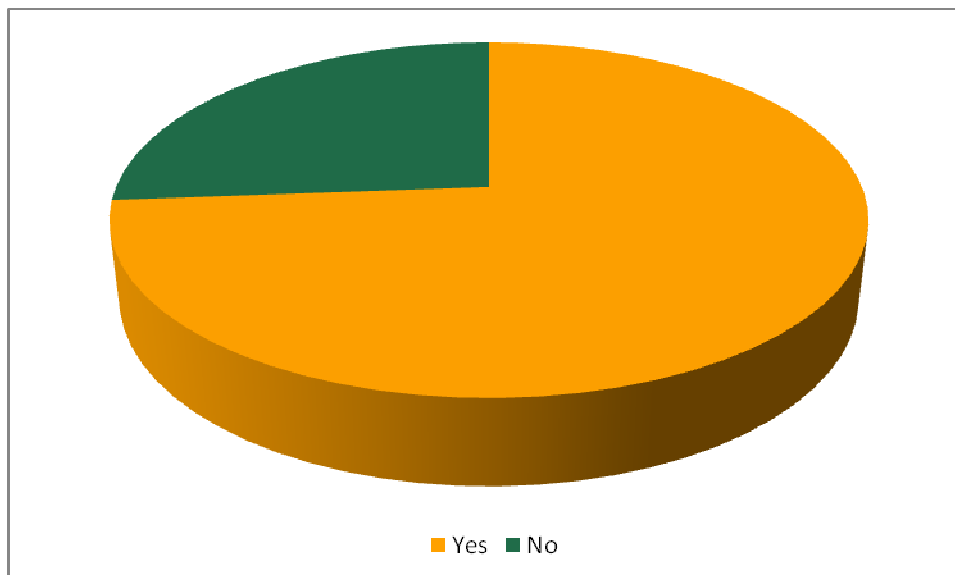
Key themes from the consultation:

- Will encourage footfall between uses
- Improve the town centre to promote economy and tourism reflecting historic background
- Extend cobbles
- Do not replace with more untenable shops
- Remove the site, no benefit of open space
- The Sorting Office provides employment in an accessible, town centre location
- Relocation is a waste of money, results in accessibility problems for non-drivers, additional traffic to the business park and will take shoppers out of the town
- Current building is ugly
- What are the plans for the betting shop?
- Improve the Sorting Office so that it blends better with the Market Square. Include interpretation boards about the Sandbach Crosses
- Site cannot deliver the amount or quality of new development required
- Other uses include market stall space to attract visitors; replacement of betting shop with post office or retail units; cafe/restaurant (not enough of these in Sandbach)

Area C

Do you agree with the Area C in the draft Sandbach Town Strategy?

- 77% of respondents answered this question
- Yes (74%); No (26%)

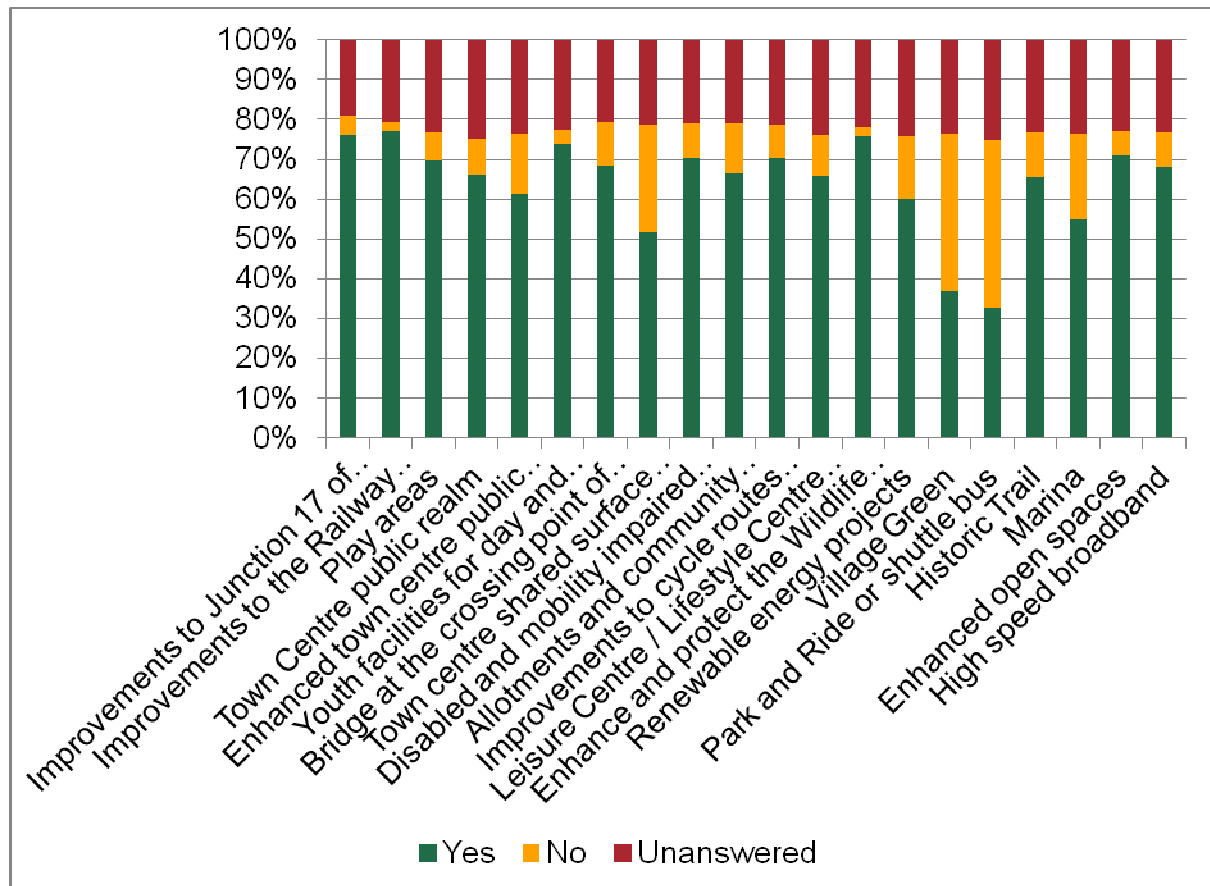


Key themes from the consultation:

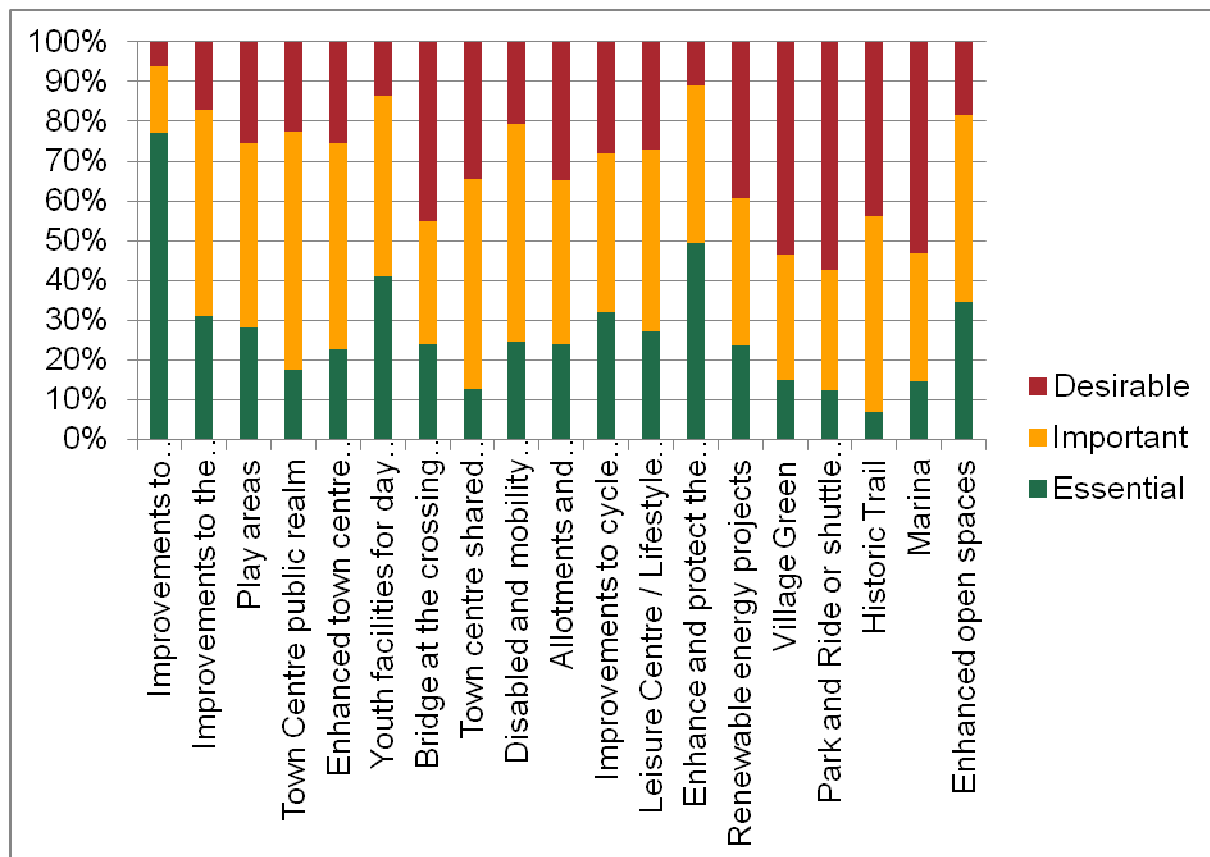
- Extra burden on businesses could cause them to close. Do not increase costs
- Redevelopment will encourage footfall
- Covered walkway must be sympathetic to town character but could improve town centre
- Covered walkway is a waste of money which will encourage anti-social behaviour and make the town feel claustrophobic, threatening and dark. Not in line with Sandbach's historic character
- Support for Heritage Trail
- Support for and opposition to pedestrianisation and shared surfaces as they would encourage shoppers and outside cafe areas, but previous alterations to the high street have not worked
- Return cars to the cobbles as removal made the heart of the town appear dead
- Support for improvement of Hope Street
- Site cannot deliver the amount or quality of new development required
- Demolish former Commons surgery to provide bus station
- Better signage and parking.
- Consider role of market and its relocation eg to a new indoor market at Brookhouse Road
- Improve area between Waitrose and Iceland
- Relocate parking to the west side of the High Street to improve cycle lane
- Improve Sanbec Way
- High Street – increase short term parking and reverse one-way direction

Q6 Infrastructure Priorities

Do you agree with the infrastructure priorities for Sandbach?



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



Q6 Other Infrastructure Priorities

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

Key themes from the consultation:

- Bicycle hire scheme with ports at the station, town centre and major development sites
- Safe cycle routes to schools
- Improve motor exit routes from the town centre, especially towards Sandbach Heath
- A facility providing cinema, theatre, arts centre and library
- Re-open the railway line between Crewe, Sandbach, Middlewich and Northwich
- Bring into use the rail sidings at Albion Chemicals
- J17 is a high priority but should not be funded by the proposed infrastructure levy
- Sandbach motoring heritage museum
- Improvements to various roads, junctions, cycle route and footpaths
- Free short/medium stay parking facilities to improve access for locals to shops
- Complementary developments adjacent to the marina at Ettiley Heath
- Consider a feasibility study for the future use of the Sandbach Literary Institution Building
- A northern bypass to be fed into the assessment of the development close to J17
- Provision of allotments
- Take traffic away from Junction 17 by creating a Junction 17A linked with the Sandbach Services areas
- Skate park / BMX track
- Development of the river next to the Old Mill Road and Dingle Lake as a recreational area and amenity for the town
- Improve Sandbach Town Hall to ensure it achieves its full income potential
- Drainage and sewerage
- Maintain and upgrade education facilities and standards
- Review school and medical/dental facilities against proposed population increases
- Shuttle bus to station; bus service to Manchester
- Accessible green route between Hassall Green and Sandbach
- No justification for the need of identified infrastructure. Identification in the Town Strategy is premature: the NPPF requires they be prepared in conjunction with the Local Plan
- Recognise the canal network as a specific, multi-functional form of infrastructure, and ensure any impacts of development are mitigated by developers. Contributions will be required where towpath use is significantly increased through development. It may be appropriate to identify particular canal-related projects for funding through CIL

Q7 Additional Comments

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

- Do not forget surrounding villages
- Statutory requirement to work towards achieving Air Quality Objectives
- New buildings should reflect Sandbach's heritage
- Make no decisions on potential development sites until current appeals on sites H and I are established. If these sites fall, no further development should be permitted.
- Commendable aspirations but flawed on the basis of where will funding come from? It requires a more vibrant workforce through increased population and the right work and leisure opportunities to attract tourism
- Land not required for housing should be returned to forest
- Poorly used employment sites should be used for alternative uses eg Moss Lane, with provision made elsewhere in the town for employment
- Locating employment land with good access to the train station and major road network is supported
- Change should be self-financing
- This Strategy is premature, having been produced before any decision have been taken about the growth needs of the district. It will confuse the planning process. The Local Plan will determine the housing and employment requirement and then plan a spatial strategy to meet the needs of the population
- Sites appear to have been discounted in a closed manner that isn't logical or transparent, with inconsistencies in the treatment of different sites. There should be defined criteria.
- Reverse the thinking by putting residents and ecology before economic issues
- The Strategy should include provision for rail including a requirement for developer contributions to deliver improvements to the rail network which may be required due to the impact of growth areas or significant housing allocations on the demand for rail services
- Confirm the status of the Town Strategy and its relationship to the Site Allocations DPD and Local Plan. Suggestion that these documents should merge into a single Local Plan document to allow issues to be dealt with holistically.
- Site analysis should include suitability, availability, achievability and a realistic estimate of capacity. Delivery of previously developed land can be challenging in terms of viability.
- In light of the NPPF, there is a robust planning case for the release of greenfield urban extensions in Sandbach and the redevelopment of employment land for new homes
- Identify local green spaces
- The strategy lacks focus on realistic measurable targets
- Partnership agreement suggested to develop sites
- Establish from the outset that this is not a Neighbourhood Plan for the purposes of the Localism Act and therefore carries very little weight
- A number of small sites would be better assimilated into the town than a couple of large sites
- Greenfield vs brownfield land has been overlooked despite reference in the objectives
- The evidence trail between the Core Strategy Issues and Options and the housing numbers which underpin the Strategy is not clear

- There is no justification for requiring all development with an element of residential use to contribute to new social, healthcare and educational facilities
- May require a new crematorium within the next 12-18 months and a new cemetery within five to ten years
- Deliverability of extra care housing in Sandbach may be impacted by the lack of funding and lack of a partner to build the scheme. Demand will increase beyond current capacity in two to four years.
- Public open space should be provided close to homes and should be provided for new house through developer provision or contribution via S106 or CIL.
- Operational space and staff welfare facilities are required for satellite streetscape depots
- The Strategy should recognise the potential of smaller sites on the edge of the settlement to deliver new homes and employment land.
- Lack of ambition in providing the breadth and quality of retail offer that would meet genuine need
- Query regarding the definition of sustainable communities
- No alternative development areas are considered. Revise the strategy to include reasonable alternative development sites and allow the community to comment on their preferred sites.
- Ensure water and wastewater infrastructure capacity is available to support the planned development.
- Protect and ecologically enhance river corridors as part of development proposals
- No evidence of consideration of sequential land use, environmental capacity including flood plains, nature conservation areas, settlement patterns, vistas, local landscape designations, the grade of agricultural land.
- Welcomes the revision of the document if the appeals are allowed
- Several allocated sites have not come forward due to inherent problems or lack of viability