

APPENDIX B

SWOT Analysis

Table 2: SWOT	
(1) Online improvements and widening of A34 Rood Hill, Clayton By-Pass, West Road and Holmes Chapel Road and junction improvements	
(4) Isolated junction improvements to the: - A34 Rood Hill/A54 Rood Hill (sigs) - A34 Clayton Bypass/West Road/West Street (Rbt) - A34 West Road/A54 Holmes Chapel Road/A534 Sandbach Rd / A34 Newcastle Road (rbt)	
Strengths	Weaknesses
Makes best use of existing infrastructure	Capacity constrained by A34 river crossing.
Moderate cost.	Physical constraints along route limit opportunity for improvement e.g. property, highway boundary, structures etc.
Potential to be delivered in a relatively short time period.	Does not facilitate future development to the north of Congleton
Low impact upon the natural environment.	Only cope with limited future traffic growth.
Opportunities	Threats
Improved pedestrian and cycling facilities	May have limited impact upon existing traffic problems within Congleton as it does not provide an alternative route for through traffic.
Opportunity to secure moderate developer contributions at junctions that link development access roads.	Potential increase in severance along the A34
	Potential negative impact upon the A34 / A54 Rood Hill AQMA
	Public acceptability
	Political acceptability

Table 3: SWOT	
(5) Network Management measures such as signal optimisation, MOVA, SCOOT	
Strengths	Weaknesses
Makes best use of existing infrastructure	Likely to have a limited impact for a short period of time.
Low cost	Limited number of junctions may benefit.
Can be delivered in a short time period	Does not facilitate future development to the north of Congleton
Opportunities	Threats
Could be funded through developer contributions.	Standard approach to traffic management that would be required as a Do-Minimum. May therefore not be perceived as a realistic alternative.

Table 4: SWOT	
(6) Strategic Signing Strategy	
(7) Traffic Management Strategy / Local signing strategy	
Strengths	Weaknesses
Makes best use of existing infrastructure	Likely to have limited impact upon traffic congestion within Congleton.
Low cost	Does not facilitate future development to the north of Congleton
Can be delivered in a short time period	
Opportunities	Threats
	Standard approach to traffic management that would be required as a Do-Minimum. May therefore not be perceived as a realistic alternative.
	Strategic signing would require third party support e.g. HA.

Table 5: SWOT	
(14) 'Partial' Link Road connecting A534 Sandbach Road to Viking Way	
Strengths	Weaknesses
Provides access to key development sites (Back Lane, Radnor Park and Congleton Business Park) from the M6 via the A534 and A54 in the west.	Likely to have limited impact upon existing traffic problems within Congleton as it does not provide an alternative route for through traffic.
	Potential to increase traffic on Back Lane and Viking Way.
Opportunities	Threats
Potential for significant developer contributions.	Development not taken forward.

Table 6: SWOT	
(15) 'Partial' Link Road connecting Viking Way to the A536 Macclesfield Road	
Strengths	Weaknesses
Provides access to key development sites (Back Lane, Radnor Park and Congleton Business Park) from the M6 via the A534 and A54 in the west.	Likely to have limited impact upon existing traffic problems within Congleton as it does not provide an alternative route for through traffic.
	Potential to increase traffic on Back Lane and Viking Way.
Opportunities	Threats
Potential for significant developer contributions.	Development not taken forward.

Table 7: SWOT**(13) Link Road connecting A534 Sandbach Road to A536 Macclesfield Road**

Strengths	Weaknesses
Potential to remove a large proportion of traffic from Congleton.	Long implementation timescale.
Removal of traffic from AQMA	
Facilitate future economic growth via developments to the north of Congleton	
Potential to improve the built environment within Congleton through removal of strategic/through traffic from the town centre thus facilitating economic growth and inward investment.	
Opportunities	Threats
Potential for significant developer contributions.	High cost.
	Impact upon the natural environment to the north of Congleton.
	Potential impact upon properties along the line of the proposed link road.
	Removal of passing trade for local businesses.
	Potential increase in traffic on the A536 Macclesfield Road, A34 Congleton Road, A54 Holmes Chapel Road and the A534 Sandbach Road due to traffic reassigning to these routes.