

Annex 2

Report of Consultation: Local Plan Consultation – Possible Additional Sites Proposed by Developer and Land Interests

The Local Plan consultation on the Possible Additional Sites Proposed by Developer and Land Interests document took place between 3 and 30 May 2013. It represents further preparatory work under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

Consultation Document

The consultation document comprised the ‘Possible Additional Sites Proposed by Developer and Land Interests’ document. This document sought views on a number of potential strategic sites that had been presented to the Council, by developers and landowners, that they considered to be suitable for inclusion in the Local Plan Core Strategy. This included responses that had been made to the Development Strategy consultation, along with other potential strategic sites that have been brought to the attention of the Council, over the past few months, as the Local Plan process has progressed. It was made clear within the document that the Council did not have an opinion on the suitability of the sites, at the time of the consultation and that the Council was publishing the sites for comment, through the consultation.

Comments forms were produced, that could be completed for any of the sites and were provided as stand alone documents. Hundreds of the comments forms were distributed, with some community groups requesting multiple copies to hand out to their members and local residents. A ‘Guide to Making comments Online’ was also produced, with copies available wherever the comments forms were available, including Cheshire East’s web site.

All of the consultation documents were accessible via Cheshire East Council’s Consultation Portal and can still be viewed on Cheshire East’s web site www.cheshireeast.gov.uk/localplan

Copies of the consultation documents were made available for inspection or to take away at all of the libraries in the Borough. They were also made available at the Council’s Customer Service Centres, in Crewe and Macclesfield; Cheshire East Council’s offices in Sandbach and the Planning Help Desk, Municipal Buildings, Crewe. All of the libraries and Customer Service Centres were also given an explanatory letter. The comments forms could be returned to the Spatial Planning Team, at Cheshire East Council’s offices in Sandbach.

E-mails and letters, along with copies of the documents and comments forms, were sent out to all Cheshire East Council Members and all of the Parish and Town Councils, within the Borough, to inform them that the consultation was taking place. They were also informed that copies of the documents were available at the locations listed in the paragraph above (apart from the Planning Help Desk, Municipal Buildings, Crewe which reopened during the consultation period). Those Parish Councils situated in adjoining Local Authority areas were also sent an e-mail, along with other Consultees, as set out in the next section.

Copies of the documents and a covering letter were sent out to Natural England, English Heritage and the Environment Agency. Copies of the letter are included at **Appendix 1**.

Copies of the documents and a covering letter were sent out to the MPs that cover the Cheshire East area concerned. Copies of the letters are included at **Appendix 2**.

Notification Via Cheshire East's Consultation Portal or Letter

On 23 April 2013, e-mails were sent to all Councillors, on behalf of Councillor Brown (Strategic Communities Portfolio Holder), regarding the forthcoming consultation. A press release accompanied the e-mail.

On 3 May 2013 e-mails were sent to all Councillors, announcing that the consultation on the 'Possible Additional Sites Proposed by Developer and Land Interests' document would take place between 3 and 30 May 2013.

On 3 May 2013 e-mails were sent to all Town and Parish Councils, announcing that the consultation on the 'Possible Additional Sites Proposed by Developer and Land Interests' document would take place between 3 and 30 May 2013.

On 3 May 2013, an e-mail was sent to all consultees, who had registered on Cheshire East's Consultation Portal, with an e-mail address, announcing that the consultation on the 'Possible Additional Sites Proposed by Developer and Land Interests' document would take place between 3 and 30 May 2013. This was sent to a total of 7,863 e-mail addresses.

The consultees included local residents, landowners and developers, along with the 'specific consultation bodies'; 'general consultation bodies' and 'residents and other persons carrying out a business in the Local Planning Authority's area', as required by Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

Copies of the e-mails are included at **Appendix 3**.

Following the end of the consultation period, all of the consultation responses were logged. At this stage, a total of 17,129 consultees had registered on the consultation database, of which 1,973 did not have an e-mail address.

Web Site and Cheshire East's Consultation Portal

The Cheshire East Council's web site home page featured the consultation in the 'In focus', 'Have Your Say' and the 'Consultations' sections. An advert was also placed on the web pages for the consultation. The consultation document could be accessed via the Local Plan pages and the Cheshire East Consultation Portal, all of which are linked. Screen shots are included at **Appendix 4**.

The Cheshire East Consultation Portal can be accessed via the web site; it enabled stakeholders to inspect and download the consultation document. It also enabled them to respond to the consultation electronically and to register their details, so that they can be informed of future Local Plan stages. The comments forms could also be submitted by e-mail or post.

In total, between 3 and 30 May, the Local Plan consultation pages, on the web site, received 7,638 unique views and a total of 10,274 page views.

Links were also provided to Spatial Planning pages on Facebook, twitter and LinkedIn. The Facebook and twitter pages were regularly updated.

Following the closure of the consultation period there were:

Facebook – 112 likes (an increase from 108 in April 2013); a weekly total reach of 886 (the number of unique people who have seen any content associated with the Spatial Planning facebook page from 28/05/13 to 03/06/13)

Twitter – followers have increased from 443 in April 2013 to 456.

LinkedIn - 403 Connections linking to 4,638,384+ professionals.

Screen shots of the twitter, Facebook and LinkedIn pages are included at **Appendix 5**.

Publicity and Media Coverage

The consultation has included a press release on 23/04/13, announcing that the 'Possible Additional Sites Proposed by Developer and Land Interests' consultation would be commencing on 3 May 2013 and a press release on 23/05/13, reminding people that the consultation would close on 30 May 2013. The press releases resulted in a number of articles being published in the press.

There was also local radio coverage of the consultation, with Councillor Michael Jones (Leader of the Council) interviewed on four different radio stations.

An article (in Polish and English) was included on the 'Good Migration' web site which is aimed at migrant workers in Cheshire East.

Articles were placed on various web sites including Haslington Online, Audlem Online and Alderley Edge.com

Four articles were included in the internal Cheshire East Council weekly staff newsletter 'Team Talk'.

An article was included in the internal Cheshire East Council Schools Bulletin.

An article on the consultation was included on the Mid Cheshire Hospitals Foundation Trust staff intranet.

Articles were included in 3 editions of the 'Cheshire East Direct' e-newsletter, produced by Cheshire East Council and e-mailed to approximately 2,200 e-mail recipients, who had signed up to receive the newsletter.

A list of the media coverage and press releases and is included at **Appendix 6**.

Details of the consultation were also included on the customer information screens, at Cheshire East Council's Customer Service Centres, throughout the whole of the consultation period. A copy of the information displayed is included at **Appendix 7**.

Young People

'Schools Bulletin' – an article about the consultation was included in the Cheshire East Council 'Schools Bulletin' which is sent to schools electronically once a week. The article aimed to encourage schools, pupils, teachers, governors and parents to respond to the consultation. It also included the availability of a lesson plan for schools that could be used either during or after the consultation.

Consultation Responses

A total of 4,755 comments were made by 2,404 different parties to the consultation on the Additional Sites document.

The methods by which comments were submitted are as follows –

- 68% were submitted online via the consultation portal
- 19% were submitted in paper form (either via the official consultation form or a letter)
- 13% were submitted by email.

Petitions Received

A number of petitions were received to the consultation which are included in the figures set out above; they are set out below –

Site D – land at Audlem Road, Audlem: Two petitions received from Audlem Parish Council – Petition with 315 signatures (paper petition, with 208 signatures and e-petition with 107 signatures), opposing development on site D – land at Audlem Road, Audlem, stating:

‘We strongly oppose any speculative development proposal for Audlem put forward before Cheshire East Council issues its Local Plan. In particular, we oppose the recent Gladman proposal for a large development on land at Little Heath, Audlem. This proposal does not comply with the Village Design Statement (a document outlining Audlem's needs in terms of sustainable development for housing and employment), is not even listed in the SHLAA* and does not take into account the infrastructure or general ambience of the village. We strongly urge Cheshire East Council to stop this land grab across South Cheshire by refusing plans for large scale developments until their Local Plan is in place for guidance. * (SHLAA-Strategic Housing Land Availability Assessment - the contents of this have not been debated with the Parish Council or residents)’

Sites E – Land off University Way, Crewe and F – Junction of A534 and Sydney Road, Crewe: Petition, with 36 signatures, received from Councillor C Thorley, objecting to the potential development of sites E – Land off University Way, Crewe and F – Junction of A534 and Sydney Road, Crewe. The petition states ‘Plan E – Land off University Way, Crewe. These houses are not required the infrastructure in this area will not cope with any more houses. Plan F – Junction of the A534 and Sydney Road – SHLAA site 3029. This area is Green Gap and would join Crewe to Haslington. Local infrastructure could not cope from Sydney bridge to Crewe island, in the emerging Local Plan this is in the blue area.’

Site W – Land adjoining Lark Hall, Macclesfield: Petition, with 532 signatures, received from Councillor D Newton, objecting to the potential development of site W – Land adjoining Lark Hall, Macclesfield. The petition states 'I/We the undersigned are AGAINST any development on the land adjoining Lark Hall AND behind King's School. We are concerned about the destruction of more of our green spaces and fear that our area cannot cope with the increased traffic and the affects on schools and other services. We ask Cheshire East Council to reverse their plans & SAVE OUR GREEN BELT!'

Site W – Land Adjoining Lark Hall, Macclesfield: E-petition received, with 371 signatures, opposing development at Site W – Land Adjoining Lark Hall, Macclesfield. The petition stated:

"More Macclesfield Green Belt under threat!! Sign the petition to object to housing development on land adjoining Lark Hall Road, Lark Hall Crescent, Lark Hall Close, Cottage Lane and Higher Fence Road in Macclesfield. Emery Planning Partnership have put forward plans to build over 130 houses on Green Belt land that is also recognised by Cheshire East as being an Area of Special County Value. These plans are a further threat to Macclesfield's green belt meaning even more land will now be at risk. Sign the petition to keep Macclesfield green!"

In addition, some of the signatories made their own comments; they have been included in the details on the Consultation Portal and within the overall list of comments received. Common issues raised were: Green Belt land - should only be developed in exceptional circumstances; sufficient brownfield sites are available; natural beauty; wildlife; traffic & congestion issues; ASCV; we need agricultural land; pleasant walking area; flora & fauna; risk to Swan's Pool; don't need so many houses; former mining area; infrastructure concerns.

Site O – Ilfords, Ilford Way, Mobberley and Site P – Land at Junction of Town Lane and Smith Lane, Mobberley. An e-petition, with 5 signatures stating 'Petition against Proposed Large Housing Development in Mobberley Village, United Kingdom'; an e-petition, with 52 signatures and a paper petition, with 191 signatures were received after the closure of the consultation period, relating to Sites O and P, stating as follows -

'We the undersigned petition the council to reject the two large housing developments (Sites 'O' and 'P') that have been put forward for possible inclusion in the Cheshire East Local Plan. In particular we urge the council to reject any plans submitted in the future to build 375 homes on the 39 acre Ilford Way site, currently being proposed by LPC Living.

Our village school is already oversubscribed having absorbed the intake from Ashley Primary School and according to Cheshire East's own estimates this will become

significantly worse by 2016 without any new housing. Our local amenities are already overstretched and will not be able to cope with the hundreds of new families these developments will bring to the area.

Both sites border onto Smith Lane, a road that narrows to a single track in places that is completely unsuitable for the amount of traffic these developments will create. The planned entrance to the Ilford Way site is on a dangerous bend.

The residents understand the need for new housing in the borough and Mobberley has expanded significantly in recent years. These proposed developments are simply too large for the local infrastructure and will permanently destroy the character and identity of the village.'

The full consultation responses and summaries of those responses are available as separate documents.

Future Stages

The next stage of the production of the Local Plan is the publication of the Core Strategy. There will be a six week period when formal representations can be made on the Core Strategy. Following this, the Core Strategy will be Submitted to the Secretary of State, for formal Examination.

17/09/13