

Appendix J White Elephant Leaflet

Points against the Congleton link road

1. We, the local taxpayers, will largely fund this project, just as our Council tax is being wasted on studies to justify this "white elephant" whilst we have our bin collections stopped and our elderly lose their meals-on-wheels. It is merely a vanity project for certain Councillors.
2. Large tracts of open countryside and prime agricultural land will be destroyed and built on to raise funds for this road, damaging wildlife habitats and recreational areas in the process.
3. Consulting on the link road is holding up the submission of the Local Plan, which desperately needs to be progressed to resist unwanted development.
4. The road is supposed to encourage new businesses to set up in Congleton but a road in itself does not encourage business. In fact, one new business proposed for Congleton has been put on hold, with alternative sites being investigated, because of the link road proposal and other existing businesses are planning to relocate from Congleton if the road goes ahead. More likely the road will enable businesses in Macclesfield and Crewe to grow at Congleton's expense.
5. The majority of traffic congestion around Congleton is associated with the A34, yet the link road will not relieve it by virtue of failing to connect with the A34 at both its ends.
6. This bypassing of Congleton Town Centre will destroy it by discouraging passing trade and enabling Congleton residents to shop more easily elsewhere.
7. The prime beneficiaries of the road will be Macclesfield, via an improved connection to the M6, and provision of a new route to Manchester Airport to support its planned Airport City Development, whilst Congleton will be subjected to increase traffic flows and pollution for the advancement of others.
8. No economic case for the link road has been made and requests for data from the traffic surveys performed over a year ago have been repeatedly ignored. This can only be because the figures don't stack up!
9. The link road could cost in excess of £102 million based on current estimates, (which are likely to have been scoped whilst wearing "rose-coloured glasses"), yet just £1m spent by Cheshire East Council on a bus service in Crewe has increased its usage for work-related travel 4-fold!
10. Investment could be made more cost-effectively in public transport to reduce carbon emissions, which will be increased by road building, especially given the large number of roundabouts proposed.
11. The road is partly intended as an M6 relief road but, given the bottleneck at the Monk's Heath cross-roads, it will become a linear car park, thus generating excessive air pollution.
12. New roads are not needed because UK traffic volumes haven't increased in the past 10 years (according to the RAC Foundation) and increased capacity will come about on the M6 anyway when it becomes a managed motorway (enabling use of the hard-shoulder).
13. It will cut Somerford, Hulme Walfield and Eaton in half, causing community severance. This will further encourage Congleton Town Council in their attempts to annex parts of the Parishes that will be entitled to funding from the Community Infrastructure Levy, due if the proposed developments go ahead.

Congleton is a great place to live but time is running out to put a stop to the Link Road and change for the worse.

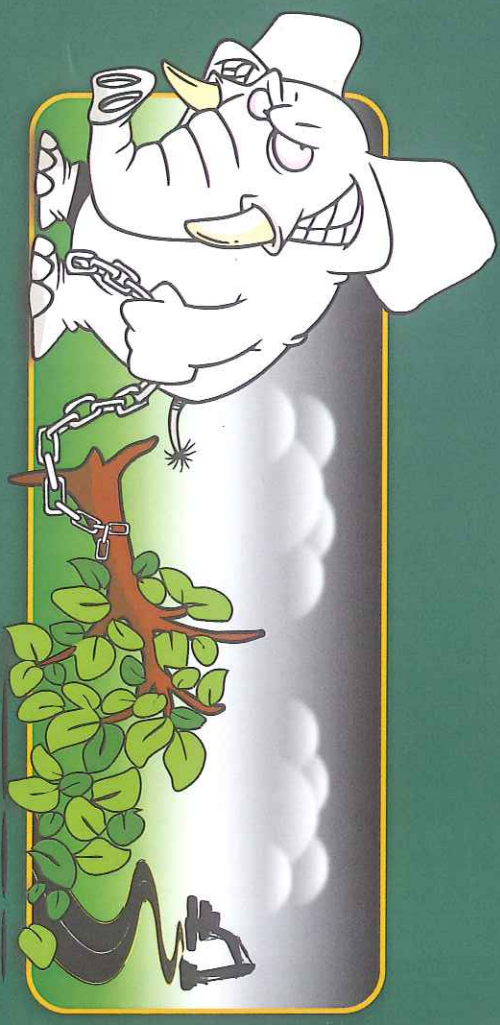
Make your comments on the proposal known by:-

Emailing - congletonlinkroad@cheshireeast.gov.uk

Writing to - Cheshire East Council, Strategic Highways & Transportation, Floor 6, Delamere House,

Delamere Street, Crewe, CW1 2LL

Congleton Link Road 'White Elephant Way'



What will the NEW ROAD mean for Congleton?

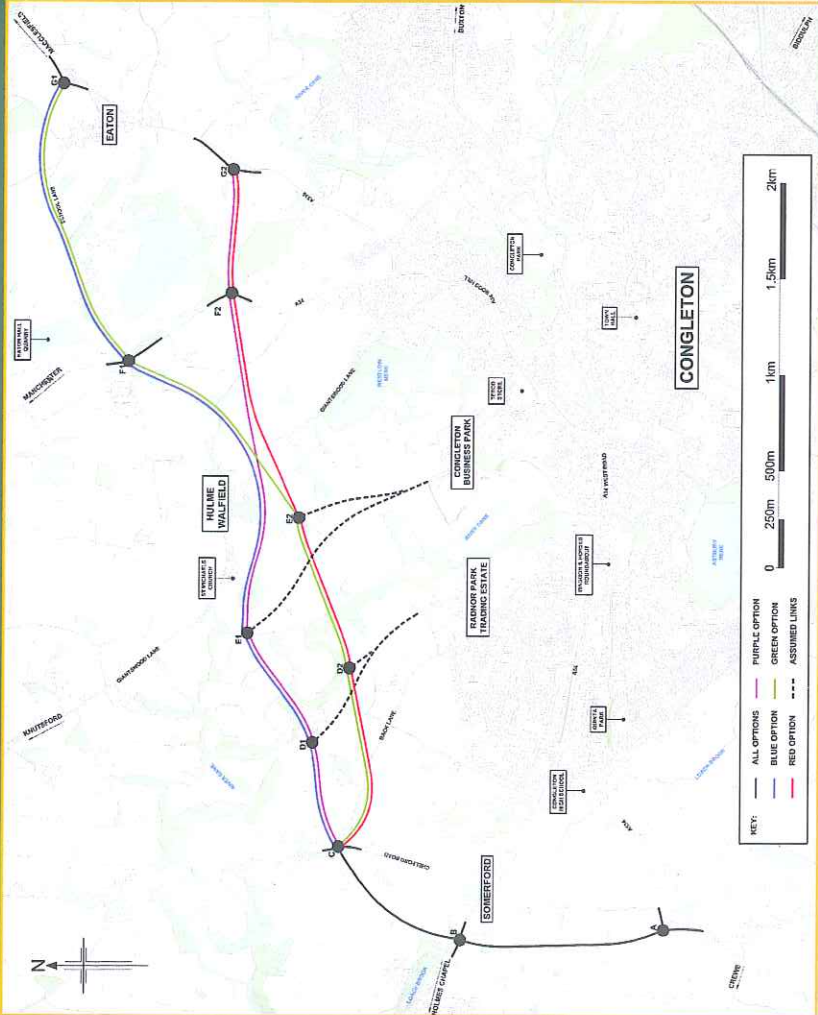
- Will it improve or enhance the Town centre? - NO
- Will it destroy valuable green space and wildlife habitats? - YES
- Will it reduce traffic congestion in the Town? - NO
- Will it attract visitors and shoppers to the Town? - NO
- Will it attract businesses to the Town? - MAYBE
- Will it mean more houses and unsustainable developments? - YES
- Will it adversely affect local services (schools & health)? - YES
- Will it benefit the people of Congleton? - NO

Congleton Link Road - A “white elephant” that will devastate the town and surrounding countryside for the benefit of outsiders, resulting in: -

- Surrounding countryside being destroyed for the road & the 3500 houses needed to part fund it.
- Retail development along the road killing off Congleton town centre.
- Existing employers leaving Congleton and / or not expanding here.
- Cheshire East Council cutting services to divert funds to the project, with a true likely cost of over £102 million, and our Council Tax increasing to fund the road.
- The link road study causing delay to the Local Plan, leaving the door open to unwanted development.
- The link road being pursued at the expense of required substantial investment in public transport.
- Freeing up a host of greenfield sites to maximise the profit of greedy developers.
- Businesses (many not based in Congleton) having improved access beyond the town, where they will really be investing their money (e.g. Manchester Airport City).
- The road being used to relieve traffic congestion on the M6, whilst diverting more pollution to Congleton.

Link Road Options

Four link road options have been identified in total; namely the Red Option, the Blue Option, the Green Option and the Purple Option. The four options are shown below.



Option Comparison Against Existing Situation

Assessment Criterion	Red Option	Blue Option	Green Option	Purple Option
Length of Scheme	6.7km (4.2 miles)	8.6km (5.4 miles)	7.6km (4.8 miles)	7.6km (4.8 miles)
Cost Estimate	£70.9 Million	£87.7 Million	£81.6 Million	£79.7 Million
Value for Money	High value for money	High value for money	High value for money	High value for money
Contribution to Local Plan	↑	↑	↑	↑
Quality of Local Plan	↑	↑	↑	↑
Journey time saving	↑	↑	↑	↑
Relieving Congestion within Congleton	↑	↑	↑	↑
Constructability	↓	↓	↓	↓
Residents and Businesses	↑	↑	↑	↑
Landscape	↓	↓	↓	↓
Ecology	↓	↓	↓	↓
Cultural Heritage	↓	↓	↓	↓
Air Quality	↑	↑	↑	↑
Noise and Vibration	↑	↑	↑	↑
Water Environment	↓	↓	↓	↓
Soils, Geology and Hydrogeology	↓	↓	↓	↓
Non-Motorised Users	↑	↑	↑	↑

TABLE KEY	Better	Slightly Better	Neutral	Slightly Worse	Worse
	↑	↑	→	↓	↓



View of the fields that will be destroyed.