

ROYAL LONDON DEVELOPMENT FRAMEWORK

CONSULTATION REPORT



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.

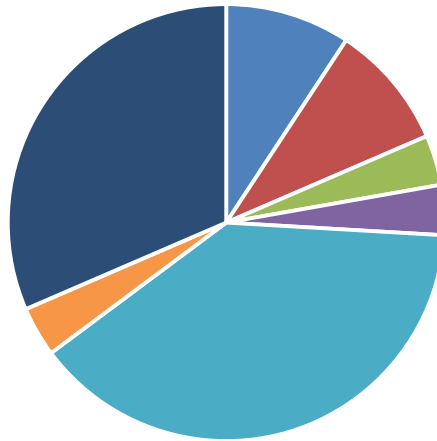
RESPONSES – QUESTIONS

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

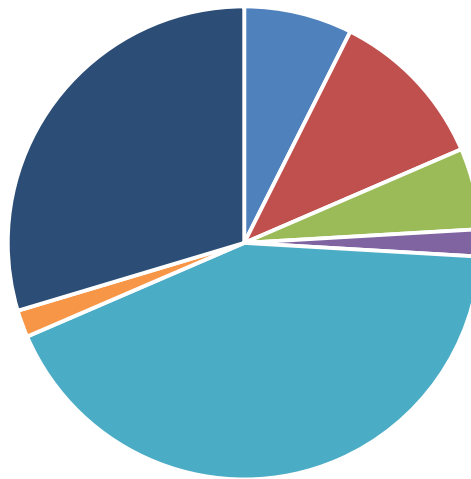
In summary, respondents were most supportive of Key Theme 5 and least supportive of Key Theme 4.

The 'Living Campus' Vision



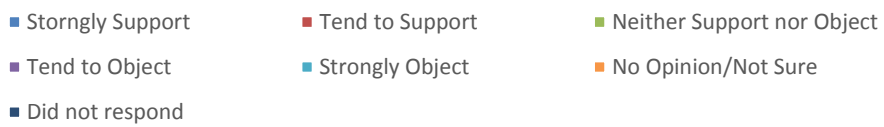
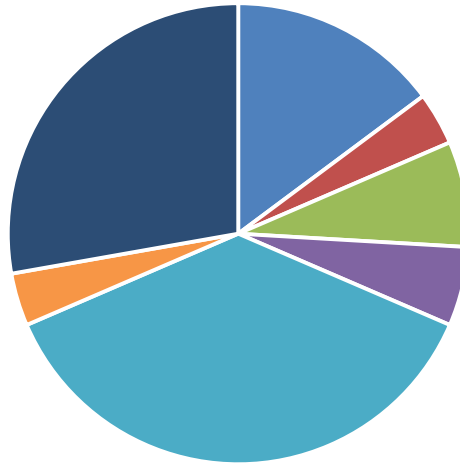
- Strongly Support
- Tend to Support
- Neither Support nor Object
- Tend to Object
- Strongly Object
- No Opinion/Not Sure
- Did not respond

Key Theme 1: A place to live, work and relax

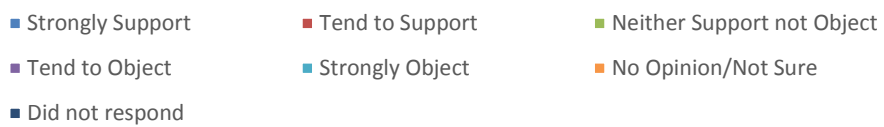
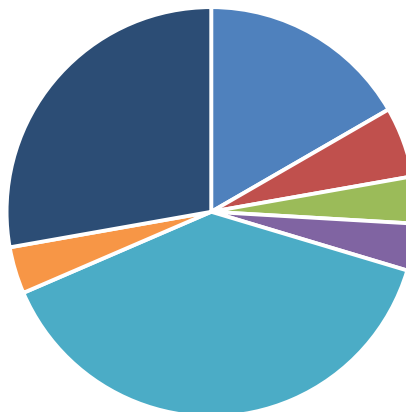


- Strongly Support
- Tend to Support
- Neither Support nor Object
- Tend to Object
- Strongly Object
- No Opinion/Not Sure
- Did not respond

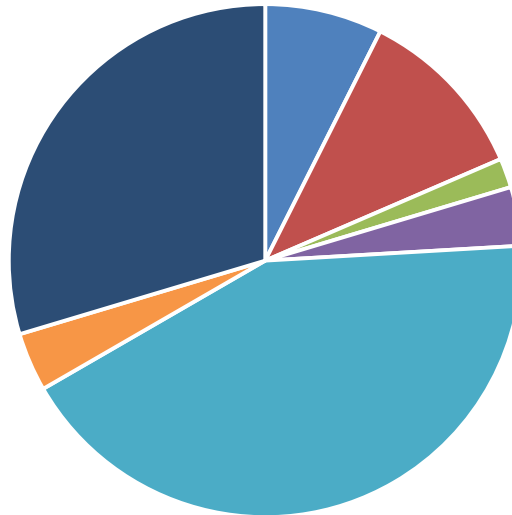
Key Theme 2: A highly accessible and connected campus



Key Theme 3: A unique place built on landscape and heritage strengths

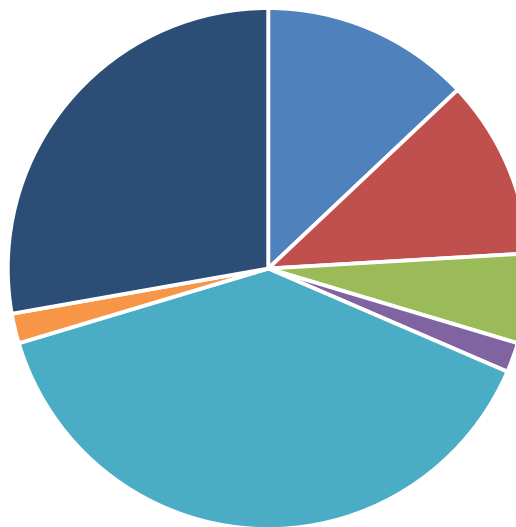


Key Theme 4: Providing an offer that meets need



- 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 issues 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?						
<i>Please tick one answer in each row.</i>						
	Strongly support	Tend to support	Neither support nor object	Tend to object	Strongly object	No opinion / not sure
The 'Living Campus' vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key theme 1: A place to live, work and relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key theme 2: A highly accessible and connected campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key theme 3: A unique place built on landscape and heritage strengths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key theme 4: Providing an offer that meets need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key theme 5: Adopting a collaborative approach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1 (continued): Please use this box if you would like to explain reasons for supporting or objecting to the vision or key themes:

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Q2: Do you have any comments on the illustrative masterplan?

If so, please provide these below:

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Q3: Do you have any other comments on the development framework document?

If so, please provide these below:

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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 <input type="checkbox"/>	Local business owner <input type="checkbox"/>	Local group <input type="checkbox"/>	Other <input type="checkbox"/>
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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

The screenshot shows a web browser window with the URL <http://www.cheshireeast.gov.uk/planning/spatia>. The page content includes a table with four rows of links and descriptions, followed by a section titled 'Consultation Draft Royal London Development Framework' and a 'Related pages' section with a list of links.

Statement of Community Involvement	Describes how the Council will involve the community and other interested parties in the preparation of new Local Plan documents and in the consideration of planning applications
Infrastructure Delivery Plan	The Infrastructure Delivery Plan Update (PDF, 1.2MB) sets out what future infrastructure is required and how it will be provided.
Local Plan Research and Evidence	Research and evidence is important to ensure that the Local Plan addresses the issues and needs present in the area. A large body of research and evidence has been published to inform the Local Plan including a Strategic Housing Land Availability Assessment, a Strategic Housing Market Assessment, an Employment Land Review and a Green Belt Assessment.
Local Plan Consultations	Community engagement is very important when producing new Local Plan documents. This page reports on the consultations that have been carried out and those that are coming up soon. You can also register online to receive updates on Local Plan consultations.

Consultation Draft Royal London Development Framework

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.

Consultation runs from Friday 23 June to Friday 4 August 2017. Further information is available on our [Royal London Development Framework consultation page](#).

Related pages

- [Planning Policy Homepage](#)
- [Planning Policy Document Index](#)
- [Local Plan Consultations](#)
- [Local Plan Research and Evidence](#)
- [Useful Links](#)
- [Neighbourhood Plans](#)
- [Planning Homepage](#) (for all other planning issues including planning applications, pre-application advice, conservation, building control and trees)

[Help and accessibility](#) [Website information, privacy and cookies](#)

The screenshot shows a web browser window with the URL <http://cheshireeast-consult.limehouse.co.uk/portal/planning/dfb/rldf>. The page header features the Cheshire East Council logo and navigation links for Accessibility, Privacy, Home, and Contact Us. A search bar is located below the header. The main content area displays the title 'Draft Royal London Development Framework' and provides a brief overview of the draft. It lists document downloads, including the draft framework (9.7 MB), key questions answered (216 KB), and a public notice (202 KB). The consultation period is noted as running from Friday 23 June to Friday 4 August 2017. A message indicates that the event is not currently available for consultation. Below this, there is a tabbed interface with 'Event Information' selected, showing details such as access requirements (no login), status (closed), privacy notice, description, organization (Cheshire East Council), contact name (Spatial Planning Team), contact email (planningpolicy@cheshireeast.gov.uk), contact telephone (01270 685893), other contact information (Westfields, C/O Municipal Buildings, Earle Street, Crewe CW1 2BJ), and subject (Local development plans, Sustainable development, Planning (town and country), Local development).

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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 as 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 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 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:
<ol style="list-style-type: none"> 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 of 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: <ul style="list-style-type: none"> • 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 inaccurate by the omission of other office space built within the plan period. An Hotel is

<p>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.</p>
<p>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.</p>
<p>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.</p>
<p>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?</p>
<p>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.</p>
<p>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.</p>
<p>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.</p> <p>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.</p> <p>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?</p>
<p>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.</p>
<p>The plans are not providing an offer that meets need: there is sufficient housing identified without this development.</p>
<p>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</p>
<p>Summary of comments / key issues:</p> <ol style="list-style-type: none"> 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.
<p>Response to key issues:</p> <ol style="list-style-type: none"> 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

<p>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.</p>
<p>Key theme 2: but it isn't a highly accessible and connected campus.</p>
<p>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.</p>
<p>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.</p>
<p>I worry about the increased traffic in the area as it is already congested.</p>
<p>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.</p> <p>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.</p>
<p>What will be the effect of increased traffic on Alderley Road from housing to the east and the campus changes?</p>
<p>We request that we are directly advised of any planning applications so that we are fully consulted.</p>
<p>Key theme 2: accessibility - do not see how this improves at all. Wilmslow is already highly accessible.</p>
<p>roads are heavy congested</p>
<p>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.</p>
<p>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!</p>
<p>What provisions are you making for the extra traffic?</p>
<p>The enhanced transport links, however, are considered to be a welcomed addition to the town.</p>
<p>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?</p>
<p>major detrimental impact including: traffic generation and congestion</p>
<p>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.</p>
<p>The Local Plan encourages walking and cycling, so why suggest a bus service into the site when the existing</p>

<p>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.</p>
<p>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.</p>
<p>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.</p>
<p>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.</p>
<p>the locals will be left to pay the heavy price of increased traffic congestion on Alderley Road</p>
<p>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.</p>
<p>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.</p>
<p>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.</p>
<p>Second, I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution and erosion of the Green Belt.</p>
<p>No provision has been made re additional school places, doctors or dentists, let alone the additional traffic that will be generated.</p>
<p>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.</p>
<p>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.</p>
<p>Summary / Key Issues:</p> <ol style="list-style-type: none"> 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 a 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.

<p>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!</p>
<p>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.</p>
<p>Keep the fields as green built.</p>
<p>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!</p>
<p>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.</p>
<p>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.</p>
<p>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 unnecessary resulting consequences 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 unnecessary 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.</p>
<p>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.</p>
<p>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!</p>
<p>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.</p>
<p>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.</p>
<p>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</p>

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.
Inappropriate 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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

<p>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.</p>
<p>A demolition and rebuild of the beautifully landscaped Royal London HQ will trash an iconic building in the Wilmslow landscape.</p>
<p>I feel it is important that the proposed development maintains the character & setting of the Listed Buildings and that they continue in active use.</p> <p>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.</p> <p>Once again, it is important that new development maintains the setting / character of the listed / historic features.</p>
<p>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.</p> <p>FULSHAW GATE is a large private residence set within mature gardens surrounded but not part of the Campus.</p> <p>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.</p> <p>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.</p> <p>The document states that the key principal 7 is preserving heritage assets. In requiring a 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.</p> <p>Because of the proximity of FULSHAW GATE to the listed buildings the house has a clear view into the courtyard between those buildings.</p>
<p>Having attended the public consultation and read the consultation documents online, our comments are as follows:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Our comments are intended to be positive and constructive, to better guide the appropriate future development of this important site for Cheshire East.</p>
<p>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.</p>
<p>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.</p>
<p>The proposals threaten indicate the possible demolition of Harefield House and Pleasure Garden; a property which dates from the 1860s</p>
<p>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".</p>
<p>Transition Wilmslow welcomes the recognition given in the master plan to:</p>

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 developed state. Also, for example: a number of the "heritage" preservation objectives are qualified by all sorts of statements like "as 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 it 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

<p>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.</p> <p>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.</p>
<p>Changes to masterplan: No changes proposed.</p>

<p>Air Quality & Noise</p>
<p>Representations Received</p>
<p>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.</p>
<p>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?</p>
<p>increase air pollution (but then CEC has a unique way of downgrading the impact data!)</p>
<p>Measures should be taken to reduce noise pollution from increased traffic on main and side roads to existing adjacent housing.</p>
<p>Second, I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution and erosion of the Green Belt.</p>
<p>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!).</p>
<p>Measures should be taken to reduce noise pollution from increased traffic on main and side roads to existing adjacent housing.</p>
<p>I believe the development will be greatly detrimental to the environment bringing further unwanted traffic, noise, pollution</p>
<p>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.</p>
<p>Summary of key issues:</p> <ol style="list-style-type: none"> 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
<p>Response to key issues</p> <ol style="list-style-type: none"> 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.
<p>Changes to masterplan:</p>
<p>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..</p>

<p>Consultation</p>
<p>Representations Received</p>

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 made 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 affordable 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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 employer 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, inaccurate and with inconsistencies. It is littered with cliches, repetition and glib promises:-, resulting in a glossy document, with irrelevant 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 woolly 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 inaccurate ! 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.
<p>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.</p> <p>Sports facilities and recreation/Wilmslow High School</p> <p>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.</p> <p>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.</p>
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.
<p>Summary of key issues:</p> <ol style="list-style-type: none"> 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.
<p>Response to key issues:</p> <ol style="list-style-type: none"> 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.

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