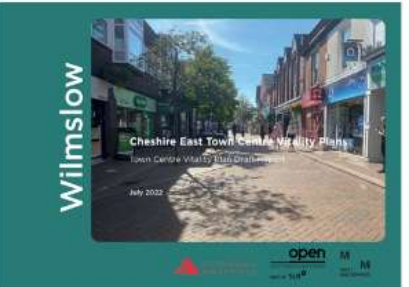




Cheshire East TCVP Report of Consultation All Towns

January 2023



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Appendices

Appendix A - Example Summary CE TCVP Report used in the public consultation

Appendix B - Example Questionnaire

Appendix C - List of Organisations Notified about the TCVP Consultations

1.0 Introduction

The Town Centre Vitality Plans

- 1.1 Cheshire East Council (CEC) recognises that every town centre across the borough is an important hub for the residents and businesses in its catchment, and is committed to supporting the health of town centres as indicated in the Corporate Plan. However, with challenges around funding and resources, the Council has to prioritise where it focuses that support.
- 1.2 To ensure that Cheshire East is a thriving and sustainable place, the Council is committed to working with partners and key stakeholders to understand what is important to their towns and produce town centre recovery plans for key centres¹. In addition, when opportunities to apply for funding for town centre improvements arise, such as from Central Government, it is beneficial to have clear town centre plans already in place to support bids for funding.
- 1.3 To support this CEC commissioned an expert team to produce bespoke Town Centre Vitality Plans (TCVP) for each of the borough's nine Key Service Centres (KSC).
- Alsager
 - Congleton
 - Handforth
 - Knutsford
 - Middlewich
 - Poynton
 - Sandbach
 - Wilmslow
- 1.4 The TCVP have been prepared over the last 18 months with input from officers, Town Councils and other stakeholders. The TCVP:
- Are bespoke in nature, based on a thorough analysis of individual circumstances affecting the health of each Town Centre, local stakeholder views and any local specific policy considerations
 - Are cross functional and holistic and recommend a practical, realistic set of priority actions for supporting the vitality and viability of each Town Centre
 - Are informed and tested by existing relevant national and local public policy and strategies, local stakeholders views, relevant research and a thorough understanding of commercial markets and spatial considerations
 - Identify a set of recommended clear priority physical and other (e.g. marketing) interventions/ actions to support the vitality and viability of each Town Centre both in recovery from Covid-19 impacts and beyond to enhancement
 - Recommend deliverable actions including who should be involved in delivery of each action identified, to enable Town Councils, community groups, occupiers, property owners, etc, to all work towards a common vision
 - Take account of proposals developed/being developed by Town Councils and develop such plans further.
- 1.5 It should be noted that these Plans are about establishing an agreed set of priorities and are not a commitment to finance the delivery of proposals - funding would need to be sought once plans are agreed as and when opportunities for funding arise and resources allow. Having an agreed set of priority projects is however generally an important step in being able to bid for funding. It is also

¹ Other than Crewe and Macclesfield which already have town centre regeneration strategies in place

important to ensure that any resources which can be identified are used on actions that will have the greatest impact and that all parties with an interest in supporting town centres can work towards a common set of ambitions.

Preparing the TCVPs and Consultations

- 1.6 The intent from the outset of these TCVP was to involve town councils in the formative stages of plan development with a view to fostering a sense of shared ownership of the final plans. Involvement with Town Councils prior to Aug 2022:
- Summer 2020 virtual workshops for each town centre (attended by representatives of the local town council and their invited key stakeholders). These workshops focused on identifying local issues and opportunities in the nine town centres.
 - Baseline reports were produced following the virtual workshops and evidence gathering and shared with each town council.
 - The baseline reports were supplemented with a 'Toolkit' report, building on research undertaken by the Institute of Place management (IPM).
- 1.7 In early August 2022 all CEC Ward Members connected to the nine towns were invited to be briefed at a meeting on their town TCVP with the Director of Growth & Enterprise and the Development and Regeneration Delivery Manager.
- 1.8 In mid-late August/start of September 2022, all nine town councils were invited to a meeting to update and share the draft TCVP for their town with the Development and Regeneration Delivery Manager and the Senior Regeneration Officer
- 1.9 Public consultation on the nine TCVP was launched on 27 September 2022 and ran for six week until 8 November. An example of one the summary reports shared on the website is provided in Appendix A. Feedback was gathered via questionnaires made available on the CEC website. An example of the questionnaire is provided in Appendix B. A full copy of each TCVP was also made available to those who wished to read the full document. A list of the organisations notified of the TCVP consultation is provided in Appendix C

Responses

- 1.10 Public Consultations ran from 27 September 2022 for 6 weeks. The following responses were received as part of the consultation.

Town	Online responses updated	Written and email responses
Alsager	45	3
Congleton	166	12
Handforth	55	2
Knutsford	79	6
Middlewich	192	3
Nantwich	130	6
Poynton	53	6
Sandbach	94	2
Wilmslow	111	6
Total	925	46

- 1.11 All the comments that were received were reviewed by the consultants and consideration was given as to how the draft TCVPs needed to be amended to respond to the feedback.

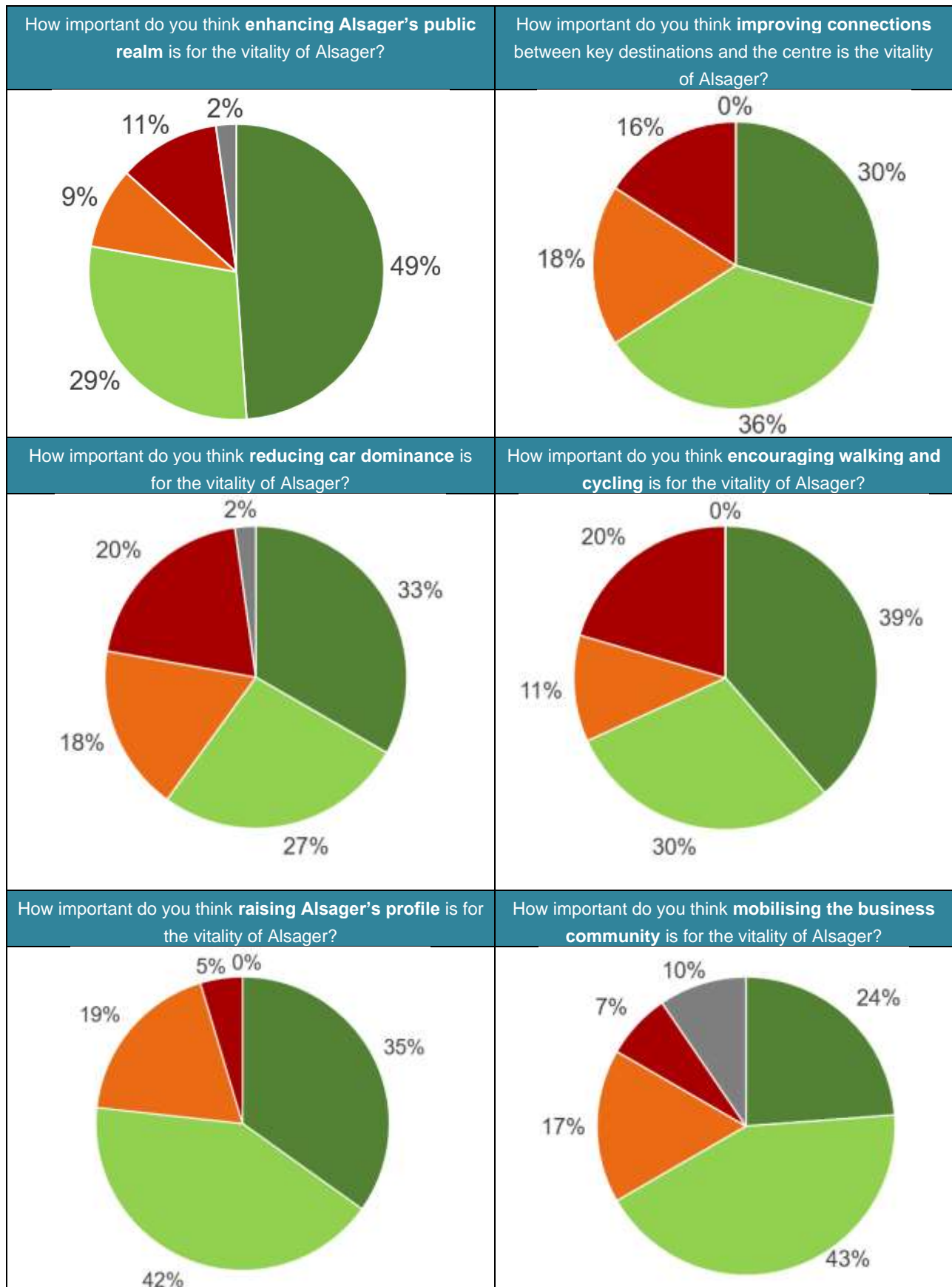
- 1.12 For each Centre the following has been presented in the individual Centre Sections of this Report:
- The number of responses to the online questionnaire received
 - The level of support for the priority areas received through the public consultation
 - A summary of key comments received in respect of the priority areas along with responses to these including, where relevant, how the final Report has been amended
 - A summary of other comments in respect of the TCVP, including additional comments from the Town Councils when provided, along with responses to these including where relevant how the final Report has been amended
 - A summary of the responses to the questions on the coverage, clarity and potential success of the TCVP
 - A summary of key characteristics of respondents to the survey.
- 1.13 This Report will be shared with key stakeholders so that they can review and take on board as relevant in working up specific projects or in their day to day activities.

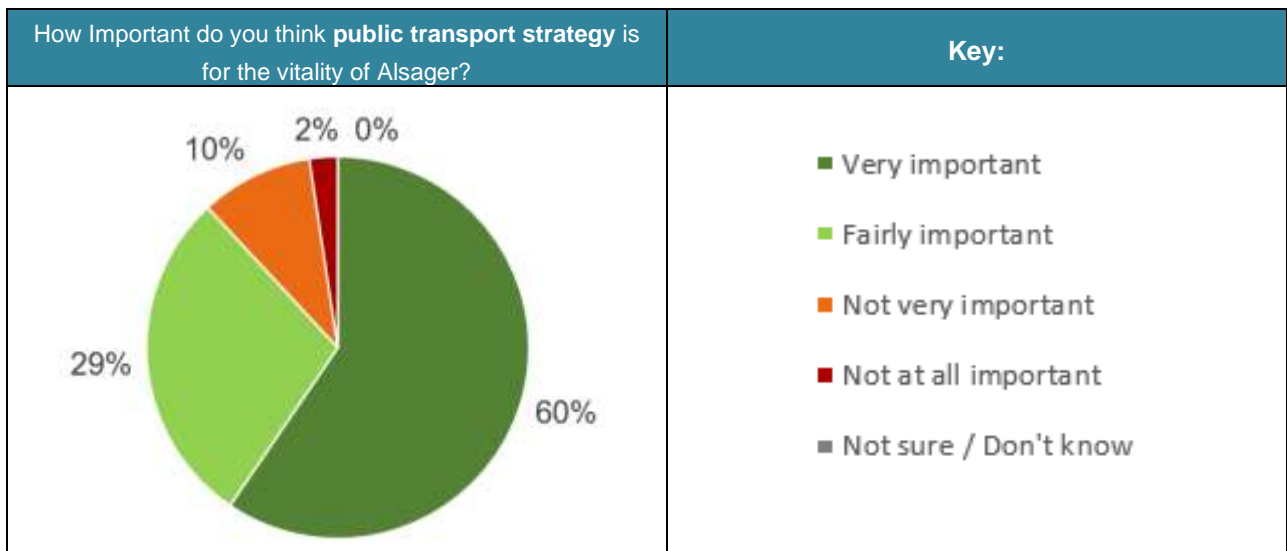
Structure of Report

- 1.14 The remainder of the report is structured as follows:
- Section 2 - Feedback on Alsager
 - Section 3 - Feedback on Congleton
 - Section 4 - Feedback on Handforth
 - Section 5 - Feedback on Knutsford
 - Section 6 - Feedback on Middlewich
 - Section 7 - Feedback on Nantwich
 - Section 8 - Feedback on Poynton
 - Section 9 - Feedback on Sandbach
 - Section 10 - Feedback on Wilmslow
 - Section 11 - Summary of overall messages.

2.0 Feedback from Alsager

2.1 45 responses were received in response to the online survey in respect of the Alsager Report. The level of support for the identified priority areas is identified in the charts below:





2.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Alsager is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Enhancing Alsager's Public Realm	Needing improvements to the pavements to address unevenness will create a coherent appearance. This was mentioned in numerous responses	Add at the end of How p76 It is important to ensure that all public realm is well maintained including pavements and landscaping
	'Greening up' the public realm will help improve attractiveness and biodiversity (particularly on the north side of Lawton Road)	Add at end of what on p76 Greening the public realm will help improve attractiveness and biodiversity
	Improve quality of street furniture	Important message is already included in the TCVP and the Alsager Public Realm Feasibility Study
	General upkeep and more/replacement of trees is needed	Add at the end of How p76 It is important to ensure that all public realm is well maintained including the condition of pavement and landscaping
	Mixed views on shared pedestrian/roadways - but support for reducing traffic congestion	Noted
	General support for improving area outside of the civic centre - although some believe has character as it is	Noted
	Whilst separation of traffic and pedestrians through street furniture is beneficial in creating a convivial environment, people don't want to sit by the road - better area is the green space by the Council offices. Also don't clutter area	Noted - detailed design of projects will take this into account
	Old signs outside shops and around the town need updating	Agree - recommended on p80
	Make square in front of Asda more attractive	Noted - in working up detailed designs this should be taken into account
	Businesses should use rear access for deliveries where possible	Noted but outside of the remit of TCVP
	Open space Cedar Avenue is a good natural asset and offers a link to countryside	Noted and should be taken into account in working up detailed proposals
Improving Connections between key destinations and the Centre	Be explicit that this priority relates to supporting active travel	Already covered on p80 of TCVP and specific priority (Action 3)
	Some believe the Town Centre is well laid out and already flows easily although some changes to traffic lights could further improve flows	Noted
	Brookhouse Road is a priority corridor as provides open space links to countryside and new residential	Agree and is recognised in the Alsager Public Realm Feasibility Study
	Increase the number of formal crossings, zebras or pelicans - Crewe Road to Milton Park and Sandbach Road South to health centre and area between The Hodge to Ey up Duck - but make sure it doesn't result in congestion	Detail proposals will be guided by Alsager Public Realm Feasibility Study
	Footpath next to the train station platform extending to Edwards Way and beyond could provide walking and cycling access to train station and Health Centre	Detail proposals will be guided by Alsager Public Realm Feasibility Study
	A small bus service that operates around the local area and stops at different areas, similar to Leighton bus links	Bus routes as determined by bus operators based on demand rather than by CEC
	Some found the Town to already be quite well connected	Noted
	Signage not considered as a priority by those who use the town regularly	Noted

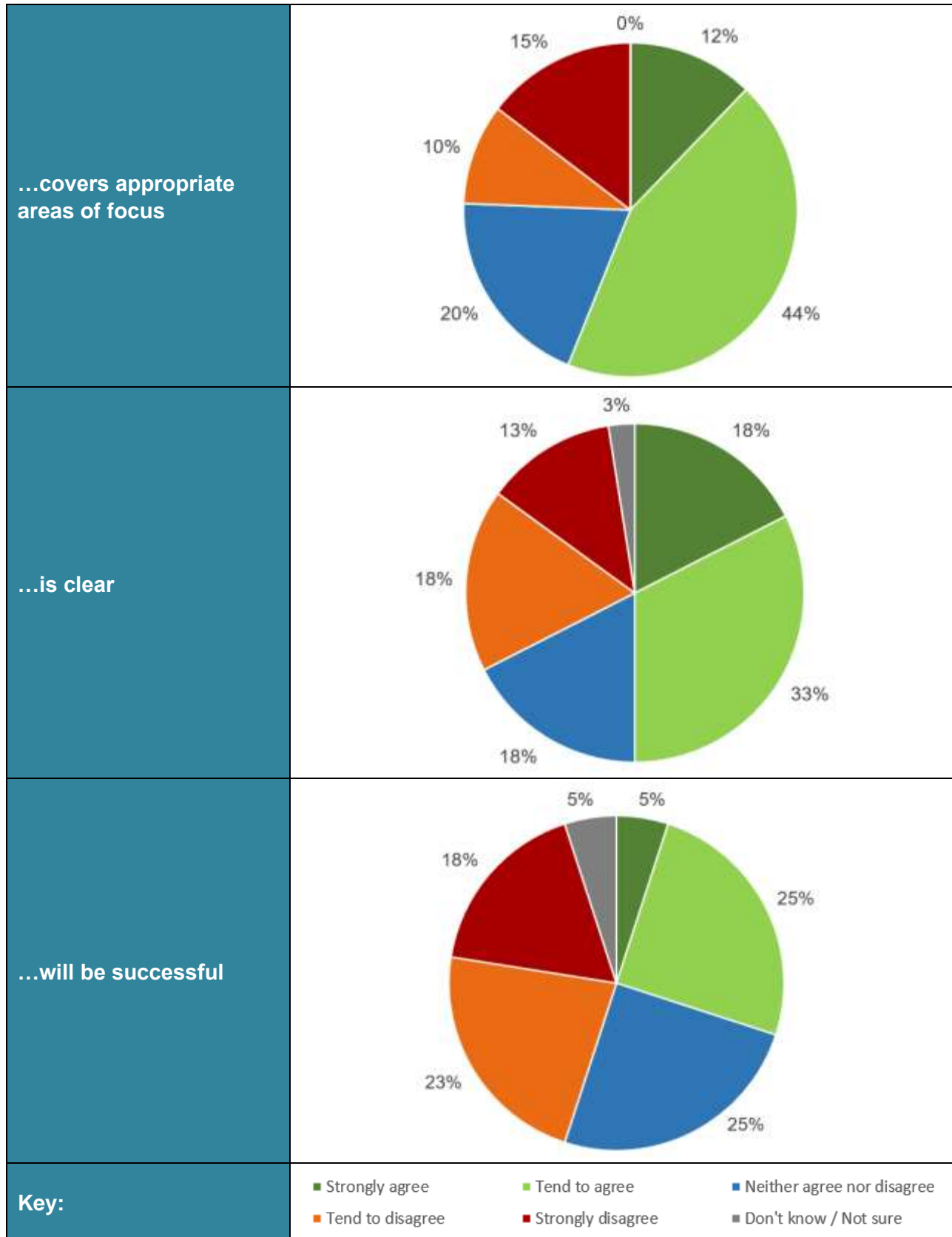
Priorities Intervention	Consultation Comments	Response
Reduce Car Dominance - better integrating all road users	Needs to be aligned to improved public transport - bus and train in terms of reliability, timings, cost - and recognition that people do need access to cars	Agree - public transport is determined by bus and train operators but CEC will continue to lobby for improvements
	Be clear it's not about getting rid of cars completely but just reducing their use for short journeys as some car use is necessary	Add at the end of What on p84 Whilst seeking to reduce the dominance of cars in the Centre it is acknowledged that people do need to be able use their cars in some circumstances
	Widening the footways should not be done if is negatively impact on traffic flows - some concerns that there isn't much scope to widen footways	Detail proposals will be guided by Alsager Public Realm Feasibility Study
	Prohibit parking/ deliveries in central 'pinch point' locations	Noted but outside of the remit of the TCVP
	Maybe create an Alsager Car Share Community	Add at the end How on p84 Consideration should also be given to establishing a Alsager Car Share Community
	Reduce HGV's to make it safer to cycle - encourage alternative routes that don't go through the centre of Alsager	CEC Highways to note - outside the remit of the TCVP
	Introduction of cycle lanes and more cycle parking	Message already included in TCVP - see Action 4
	Design one way systems from key residential areas to schools, train station, Town Centre	Detailed design suggestions to be considered as part of potential future feasibility work
	Comments received both for and against the reduction to 20mph in the Centre	Noted
	Trusted town individuals e.g. town councillors to submit photos so fines can be issues and a deterrent created	Noted but outside the remit of the TCVP
	One comment referred to a change of name for the priority so it doesn't consider cars as a negative to 'Integrate all road users'	Title revised Change all references to action to Reduce Car Dominance - better integrating all road users
	Encourage parking further out of town to reduce car traffic in the centre e.g. land at junction of Well Lane/Cedar Avenue when not being used by local school	Detailed design suggestions to be considered as part of potential future feasibility work
Encouraging Walking and Cycling	Some concern about groups of cyclists racing through the centres	Noted but outside the remit of the TCVP
	Having a shared space for walking and vehicles feels too dangerous and confusing - for it to work people need to feel safe	Good examples of how it can work in other areas - detailed worked would be needed to determine how it could work in Alsager
	Need better quality and secure parking for bikes esp. at the station	P 86 bullet 4 - add at the end e.g. the Station
	Acknowledgement that this isn't a choice for everyone due to age, distance and ability	Edit text and end of What p86 add It should however be acknowledged that walking and cycling is not an option for everyone depending on age, distance of travel and ability
	Improve state of footways and address width issues (too narrow)	Message already included within the TCVP - see Action 4
	Need to extend the footprints of the proposals to include walking/cycling links to the new major residential development sites	Message already included within the TCVP - see Action 4
	Need to protect open spaces for walking from further development	Noted - but outside the remit of TCVP. Covered by Local Plan
	Better signage as lots is hidden	Message already included within the TCVP - see Action 4

Priorities Intervention	Consultation Comments	Response
	Signage to include QR codes with links to maps on phones to show routes and distances	Message already included within the TCVP - see Action 5
	Sponsoring/encouraging a cycle shop for the town that could offer repairs and training	Idea supported but will be delivered by the private sector
Raise Alsager's Profile	Monument/landmark to represent Alsager and makes a statement when arriving e.g. could be on grounds at Civic Centre	Detailed design suggestions to be considered as part of potential future feasibility work
	More interesting events e.g. antiques market	Add e.g. antiques market to 2 nd bullet on p88
	Dedicated website for events and better co-ordination between businesses/ admins of website to promote - Alsager in Focus is good but only delivered to residents. Alsager Facebook page	Message already included within the TCVP - see Action 5
	Local authority, both town and Cheshire East, to actively support (with grants, council works support etc) the charity groups who put on events which attract outsiders to the town	Town Council and CEC already support/engage with local groups
	A signposted tourism base/local history centre	Add new bullet at end of How p 88 Review the potential of promoting Alsager's history to encourage more tourists to visit
	Increase police presence to ensure expanding night tie offer does not result in anti-social behaviour	Noted - but outside the remit of the TCVP
	Don't spend lots of money on this as quite good social media already - could improve coordination of what is already being promoted by local businesses	Noted
	Must make sure keep individual character of Alsager	Add new sentence before penultimate sentence on p88 - just before This should... and its unique characteristics
Mobilising Alsager's Business Community	General view local businesses do support the town and try to make it attractive and many are already collaborating	This is acknowledged on p90 of TCVP
	Support more independents	Add new sentence at the end of the para under What p90 Many independents are passionate about the towns in which they are located as they often have personal links to the town and respond to their unique characteristics. Supporting independents to locate within Alsager will broaden the centre's offer and enhance its vitality
	Incentives needed to attract businesses	Noted but outside the remit of the TCVP
	CEC to engage with businesses to understand priorities	CEC already engages with local businesses
	A BID "light" would be welcome, an established way to facilitate links and discussions would be beneficial	Noted
	More diverse business offering as being overrun with cafes/restaurants	Agree but type of businesses which choose to open in a particular location is outside the control of the Town Council and CEC
	Local loyalty card scheme has been introduced but didn't work as need everyone's support to be functional	Noted but may be worth considering reintroducing
	Allow community groups to use large square by Asda	To be considered in determining detailed action plan in response to the TCVP

Priorities Intervention	Consultation Comments	Response
Public Transport Strategy	Engagement needed with the public transport companies to find out the issues and how CEC can help e.g. reliability	Ongoing engagement is already in place
	Don't think buses should go through Milton Park as major safety concerns	Any changes to bus routes will be made by operators following feasibility works
	Bus options to out of town retail destinations are not great	Noted - but bus routing is outside remit of TCVP and CEC
	A small bus service that operates around the local area and stops at different areas, similar to Leighton bus links	Noted - CEC to consider potential.
	Better options needed to Congleton and Sandbach	Noted - but bus routing is outside remit of TCVP and CEC
	Platform at train station needs to be lengthened	Noted - but outside control of CEC
	Alsager rail network need to be better connected to encourage locals to use the train	Noted - but outside control of CEC
	Mixed views on more parking at the station	Noted
	A regular hop on, hop off shuttle service between Town Centre and train station may encourage use	Agree but bus routing is outside the control of CEC
	Digital signage/app use for timetable information	Add new bullet to how p92 Improvement in real time timetable information potentially via apps and/or digital signage
	Exits not exists in 'What' paragraph - relating to public transport strategy priority Should this be improve "active travel" connections more specifically	P92 line 4 change exists to exits
Other Comments	Ensuring to keep the free parking in Alsager is a must for the town to survive	Agree free parking encourages visitors to centres however pricing of car parking is determined by CEC Highways
	Update the skatepark as currently it is not fit for purpose. This would encourage use and help reduce ASB	Noted - detailed proposals for projects will be worked up locally by stakeholders
	The market must remain in current location as close to parking for current stall holders although some have suggested the need for a bigger market	Noted but outside the remit of the TCVP. Proposals for changes would be subject to detailed feasibility and consultation
	Bypass/Four way lights at Bank corner needed	Noted - proposals for changes to highways will be undertaken by CEC Highways based on appropriate feasibility work
	Report should focus more on sustainability	Sustainability is a central theme of the TCVP see p95
	Make sure solutions are based on what Alsager needs not "copied" from other places	Agree - key message of all the TCVP any changes to the centres must relate to their unique characteristics
	Need for social amenities such as surgery, schools etc	Noted but outside of the remit of TCVP
	Form a local energy company to raise funds for photovoltaics on school roofs	Good idea - could be pursued as one of the projects in response to the TCVP
	More electric charging points	Key recommendation of the Alsager Public Realm Feasibility Study 0 see p20
	Concerns about warehouses on Crewe Road	Outside the remit of the TCVP
	Rewilding project should be in the woods not in the town centre	Exact location of any of the suggestions would be determined through future feasibility work
Residents want to see investment not more surveys about what they would like every couple of years	Noted - TCVP is an action plan to support change in Alsager	

Priorities Intervention	Consultation Comments	Response
	<p>There seem to be several inaccuracies and failures to have taken on board the public response to previous "consultations". Apparently there has even been a suggestion that the weekly market should be moved from the Fairview car park onto the green space in front of the Town Council offices/Library. That appears to be guaranteed to kill the market, making access for vehicles difficult or impossible for some of the traders, The land would soon become a mud bath, and creating a hard standing would reduce the green attractiveness of the area</p>	<p>The TCVP does not seek to be perspective in respect of any proposals rather it sets out suggestions based on discussions with stakeholders and from the public consultations. Detailed projects will required further feasibility and consultation.</p>

2.3 The following diagrams illustrate general feedback in terms of the TCVP:



2.4 The table below summarises additional comments received in respect of the Alsager TCVP.

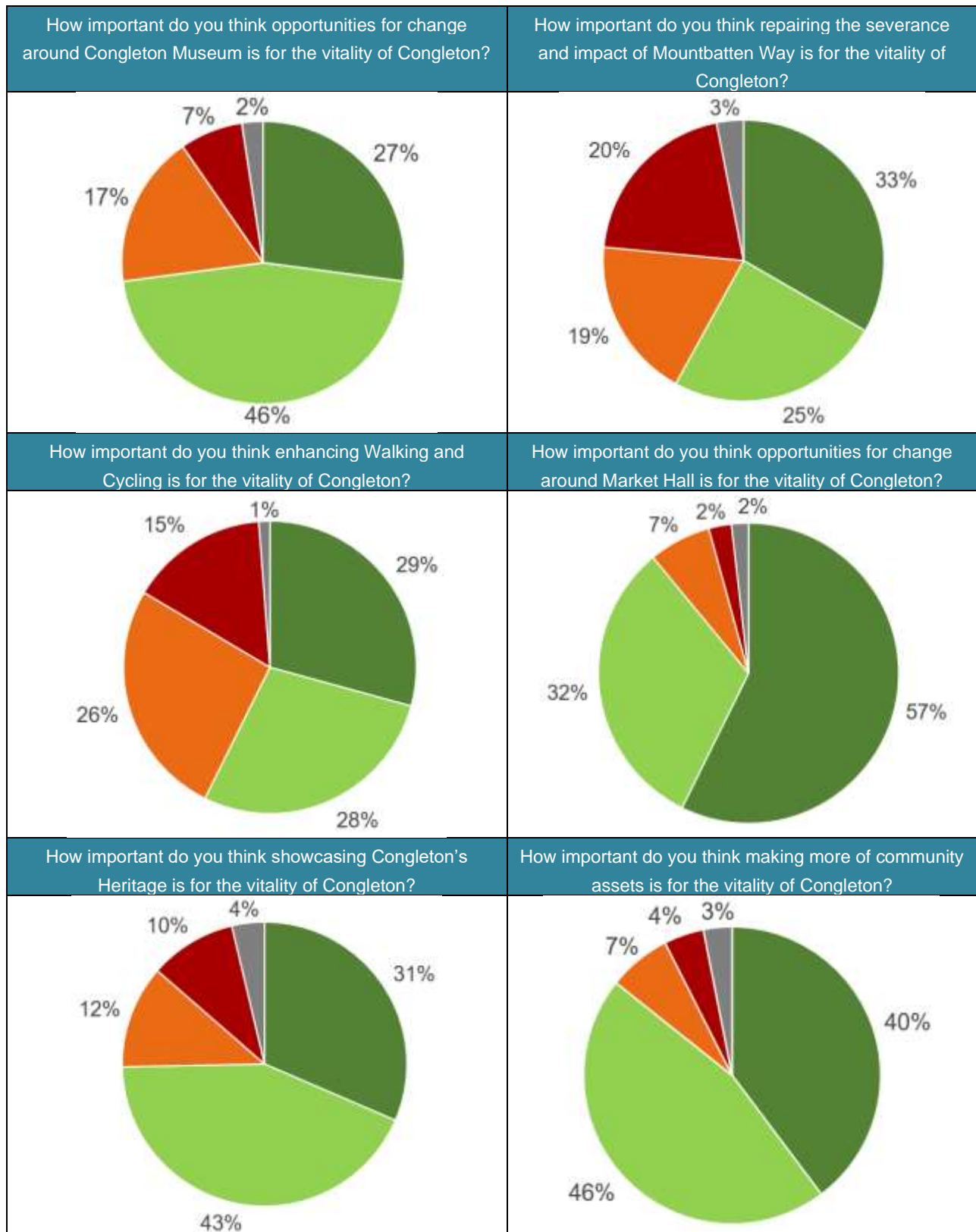
Specific Revisions to Alsager TCVP	Response to the Feedback
The Vitality Plan is too long and unwieldy to read. You have to plough through 70 pages of preamble before getting to the actions. Most of the preamble should be consigned to an appendix. Also, there is far too much jargon. You will lose, confuse and annoy many people writing public documents like this and consequently damage your credibility and ability to deliver. In future, please make more effort to make documents easier to use. It will pay dividends!	The TCVPs provide a range of information - baseline, policy context, analysis of opportunities/constraints and actions plans. Whilst it is acknowledged that the TCVPs are quite large they have been prepared to provide a consistent set of information for each of the centres. Readers are directed by the content page to the section they may be most interested in reading. A glossary is provided at the end of the TCVP to explain terms some individuals will not be familiar with
There seem to be several inaccuracies and failures to have taken on board the public response to previous "consultations". Apparently there has even been a suggestion that the weekly market should be moved from the Fairview car park onto the green space in front of the Town Council offices/Library. That appears to be guaranteed to kill the market, making access for vehicles difficult or impossible for some of the traders, The land would soon become a mud bath, and creating a hard standing would reduce the green attractiveness of the area	The TCVP does not seek to be perspective in respect of any proposals rather it sets out suggestions from discussions with stakeholders and from the public consultations. Detailed projects will required further feasibility and consultation.
Page 40 - This was updated in 2021 an needs further updating. Most of the buildings have new businesses e.g. the old solicitors is now a cafe bar, the bake house is a cafe, Cartwright's is now an opticians. Barclays bank is a restaurant /bar, with a huge front extension that is causing issues for drivers and pedestrians.	P40 Remove the yellow dots from the photos and edit the box Update 2022: Since the site visit in 2020 many of the units that were vacant have now been occupied. For example a former solicitors is now a cafe bar, the bake house is a cafe, Cartwright's is now an opticians and the former Barclays bank is a restaurant /bar
Add reference to voluntary groups that are supporting on maintenance of Milton Gardens	P64 add to last bullet in () on under strengths Maintenance of Milton Gardens

2.5 The below provides a summary of the characteristics of those who responded to the consultation.

Individual/member of panel	Individual	38
	Mobberley Parish Council	1
	Local Business	1
Gender Identity	Male	22
	Female	16
	Prefer not to say	2
Age Group	16-24	0%
	25-34	15%
	35-44	10%
	45-54	23%
	55-64	23%
	65-74	13%
	75-84	8%
	85 and over	0%
Prefer not to say	10%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	88%
	Any other White background	3%
	Mixed: White and Black Caribbean/African/Asian	0%
	Asian/Asian British	0%
	Black African/Caribbean/Black British	0%
	Prefer not to say	10%
	Prefer to self-describe	0%

3.0 Feedback from Congleton

3.1 153 responses were received in respect of the Congleton Report. The level of support for the identified priority areas is identified in the charts below:



<p>How important do you think raising Congleton's profile is for the vitality of Congleton?</p>	<p>How important do you think mobilising the Business Community is for the vitality of Congleton?</p>																								
<table border="1"> <caption>Data for Raising Congleton's Profile</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>41%</td> </tr> <tr> <td>Fairly important</td> <td>35%</td> </tr> <tr> <td>Not very important</td> <td>15%</td> </tr> <tr> <td>Not at all important</td> <td>6%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>4%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	41%	Fairly important	35%	Not very important	15%	Not at all important	6%	Not sure / Don't know	4%	<table border="1"> <caption>Data for Mobilising the Business Community</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>43%</td> </tr> <tr> <td>Fairly important</td> <td>39%</td> </tr> <tr> <td>Not very important</td> <td>10%</td> </tr> <tr> <td>Not at all important</td> <td>4%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>4%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	43%	Fairly important	39%	Not very important	10%	Not at all important	4%	Not sure / Don't know	4%
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<p>How important do you think tackling void properties is for the vitality of Congleton?</p>	<p>How important do you think enhancing public transport is for the vitality of Congleton?</p>																								
<table border="1"> <caption>Data for Tackling Void Properties</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>82%</td> </tr> <tr> <td>Fairly important</td> <td>13%</td> </tr> <tr> <td>Not very important</td> <td>2%</td> </tr> <tr> <td>Not at all important</td> <td>3%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>0%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	82%	Fairly important	13%	Not very important	2%	Not at all important	3%	Not sure / Don't know	0%	<table border="1"> <caption>Data for Enhancing Public Transport</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>57%</td> </tr> <tr> <td>Fairly important</td> <td>26%</td> </tr> <tr> <td>Not very important</td> <td>13%</td> </tr> <tr> <td>Not at all important</td> <td>3%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>1%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	57%	Fairly important	26%	Not very important	13%	Not at all important	3%	Not sure / Don't know	1%
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3.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Congleton is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Opportunities for change around Congleton Museum and Police Station	General agreement with suggestions under this action, but not considered by many to be a priority	Noted - following review of all comments including those from Town Council this priority intervention has been removed
	Relatively remote area and under-utilised asset would require activity to drive footfall e.g. events, markets, café with outdoor seating, children's play area, pop-ups	P76 How add: ...is scope for it be better used as a communal area to host outdoor gathering and events e.g. markets, pop up café, children's play
	A number of concerns regarding impact of light and noise pollution and loss of parking on event days for surrounding residents particularly on Kinsey Street	Noted - to be determined locally when working up more detailed proposals P76 How 1 st para add - However, care must be taken to ensure any adverse impacts (light/noise etc.) on surrounding residential areas are mitigated, including those on Kinsey Street.
	Needs to better lit, particularly at night to reduce risk of ASB	P76 How 1 st bullet: Replace temporary lighting with Appropriate lighting to create a safer environment
	Buildings need to be aesthetically improved - police station and library detract from area	P76 How Longer Tern add new 1 st bullet: Consider improving the appearance of more dated buildings fronting this area such as the police station and library
	Clean up area and ensure general maintenance e.g. mend pavements, mow grass	P76 How add short term bullet: Ensure this area is well maintained e.g. grass is mowed
	Fencing needs to be removed to open up grassed area	Noted - suggested on P76 under How
	Not an area people congregate, therefore wildflower or other planting, more trees or community allotment would be better to create a quiet space	P76 How add bullet - options for increased greening including trees, planting, wildflower meadows or community allotment
	Congleton Park is considered a more suitable events venue by some whilst others liked the idea of transferring ambience from the Park to a more central area of town	Noted - to be considered as part of any more detailed proposals
	Events a good 'meanwhile' use until development can be delivered	Noted - this action suggests this at P76 How
	Some suggestions of knocking down police station to extend development potential of the site and open it up to Mountbatten Way, but should not lose the library	Noted - details of any future proposals will be worked up with stakeholders
	Better pedestrian signposted links through to Centre and Market Street, Mountbatten Way and car parks with inviting on-foot access	P76 at short terms bullet: Create inviting signposted walking routes to from the town centre including Market Street, Mountbatten Way and local car parks
	Longer term development in this area could suit a new market hall or good quality affordable housing	Noted - to be determined locally when working up more detailed proposals P76 last bullet: Site investigation to understand development potential and required site remediation/ groundworks. The site could suit a range of town centre developments such as residential uses or a new market hall.

Priorities Intervention	Consultation Comments	Response
	Museum should be in a historic building instead, such as Bradshaw House or Moody Hall. Need to better promote the museum	Consider in TCVP in Action 5
Repairing the severance and impact of Mountbatten Way	Majority against the reducing of road width/ number of lanes as would hinder traffic flow and cause more congestion, particularly at peak times on this major east-west route, pushing traffic onto residential streets and increasing pollution	Noted, this will be worked up with stakeholders through detailed proposals Such proposals would only be brought forward after extensive traffic modelling and consultation.
	Severance of Park and leisure centre from town centre recognised as an issue	Agreed - this action seeks to address this issue P80-83
	Better pedestrian crossings to Congleton Park and leisure centre. Suggestions include maybe remove current and add two more e.g. Road Hill, or introduce a foot bridge or underpass	P80 How edit bullet or split into two points? Traffic calming along Mountbatten Way to slow traffic speeds and allow for more opportunities to incorporate additional or enhanced pedestrian crossings. Unfortunately it is unlikely that a footbridge or underpass would be affordable
	Flower boxes by Congleton Bloom are appreciated and improve attractiveness but one on corner of Mill Street obstructs pedestrian's view. Additional greening to create a more tree lined boulevard or central carriageway could improve	P90 how 4 th bullet add: Introduce more soft landscape features to visually enhance the corridor as well as provide opportunities for carbon and particulates management. Flower boxes are starting to do this but greening could be extended to create a tree lined boulevard or central carriageway subject to safety considerations.
	Enough space for a cycle lane without removing lane	Noted - to be determined locally when working up more detailed proposals
	Need to address bus routes and how they link to Mountbatten Way	Agree - public transport is determined by bus and train operators but CEC will continue to lobby for improvements
	Speed cameras and removal of on-street parking could ease flow	Noted - to be determined locally when working up more detailed proposals
Enhancing Walking and Cycling	Ensure cycle routes are connected to all residential areas, schools and shopping areas outside of Town Centre as well as key town assets	P84 How 1st bullet add: Explore design options to create a joined-up walking and cycling network through the Town Centre, as identified by the LTDP. The network should integrate with surrounding residential areas, schools and shopping areas.
	General accessibility enhancements required e.g. dropped kerbs, clear uncluttered routes and uneven surfaces	Add at the end of How p84 It is important to ensure that all pathways are well maintained and safe for all users including even pavements, dropped kerbs and landscaping
	Not considered by some to be a priority action	Noted - no longer identified as a priority action following public consultation
	Difficulty in encouraging walking/cycling due to hilly/ steep roads in the town e.g. Canal Street and Park Lane and ageing population	P84 What 1 st para: ...also north to Macclesfield. Whilst there are recognised challenges to walking and cycling in Congleton presented by its hilly topography (e.g. Canal Street and Park Lane), there is potential to improve the walking and cycle network in Congleton and encourage...
	Secure bike storage required	This message is picked up in the TCVP at P84 under What
	Electric bikes or scooters at the train station suggested	Noted - to be determined locally when working up more detailed proposals
	Safer cycling routes by separating bikes, pedestrians and cars into separate lanes/paths e.g. High Street, along River Dane and pedestrianised area of Bridge Street. Mentioned a few times	Noted - All modes of movement and potential conflicts between them to be considered when working up more detailed proposals. P84 How: Careful consideration should be given to balancing the requirements of each street in terms of its surrounding context and use, including reducing the potential for

Priorities Intervention	Consultation Comments	Response
		conflicts between bikes, pedestrians and cars in some areas e.g. High Street, along River Dane and pedestrianised area of Bridge Street.
	Make Mountbatten Way a safer cycle route with designated cycle lanes to discourage use of town centre areas	This message is considered within the TCVP at Action 1 and also picked up on P84
	Better routes from the train station to the Town Centre and West/Lower Heath and better links from the cycle lanes to Sandbach Road and Holmes Chapel Road	Agreed and noted on P84 Action 3, as identified in the LCWIP
	Should not be at expense of impeding through traffic	Noted - to be determined locally when working up more detailed proposals
	There is a CEC Cycling Champion	Agreed and identified in Who on P.84 Action 3
	One way system on Market Square reversed to give cyclists a route into town from Mountbatten Way	Noted - to be determined locally when working up more detailed proposals
	Cycle route on bypass leads to some roads with no pavements	Noted - to be determined locally when working up more detailed proposals
	Provide a skate park/BMX track e.g. Kidsgrove	Noted - detailed proposals for projects will be worked up locally by stakeholders
	River Dane cycle routes good idea. The river could be an attractive location but needs better maintenance and lighting	Agreed and identified in How on P84
	Change Lawton Street to only cars for residents/ workers	Noted - to be determined locally when working up more detailed proposals
	Needs to be in conjunction with improved public transport	This message is considered within the TCVP at Action 10
	More signage of routes and maps with using Congleton as a starting point and leading to other assets/ towns. Similar to in the Peak District	P84 add bullet: Ensure cycle and walking route are well signposted and identified on local maps
	Promoting surrounding walking routes	Noted - to be determined locally when working up more detailed proposals
Opportunities for change around Market Hall	Significant support for this action and the need for change in this area - suggestions that this should be a priority action.	Noted - identified as a priority action through the public consultation as a result
	Needs comprehensive well thought out proposals	Agreed - the How section on P86 sets this out
	Desperately needs to be made more attractive and better maintained as is currently an eye sore. Could be a great welcoming asset/ gateway to the town	Noted to address frontage P86 Action 4 P84 What: The areas north of the existing Market Hall are in a key gateway location within the Town Centre, with direct access and visibility from Bridge Street and Mountbatten Way
	Incorporate with development of the whole Bridgestones area/ Mill Street	No need to change document as p86 already refers to the opportunity to look at different sites in this area collectively
	Variety of different uses suggested such as health hub/ community hub/ entertainment facility/ sports facility for building and also outdoor uses for theatre/film events including markets	P86 1 st bullet: Provide a mix of uses such as retail, leisure, residential and community based on local need and further demand assessment
	Suggestions of moving the market to the Town Centre for better visibility e.g. back on library car park	Noted - to be determined locally when working up more detailed proposals
	Making the building more attractive to improve safety of the area	Noted - to be determined locally when working up more detailed proposals
	More adequate lighting	Noted - to be determined locally when working up more detailed proposals

Priorities Intervention	Consultation Comments	Response
	Access from the north between Princess Street and Morrisons car park is unfriendly to pedestrians	P86 3 rd bullet add: Improve links from shopping areas along Bridge Street through to Market Street and Mountbatten Way and onto the river and park, and from the north via Princess Street
	Encouragement from the Council and local businesses to fill vacant premises e.g. Rent free periods or other incentives	This message is considered within the TCVP at Action 10 but rates are determined by landlords so outside the scope of CEC and this TCVP
	Hall to be raised to same level as Morrisons	Noted - to be determined locally when working up more detailed proposals
	Better promotion of Market Hall as is not even on Google Maps	This message is considered within the TCVP at Action 7
	Address brick wall of Morrisons as is also an eye sore and does not enhance gateway to the town	Noted to address frontage P86 Action 4
	Too much retail. Consider residential to bolster footfall	Noted as potential mixed-use option on P86 Action 4
	Concern over anti-social behaviour in this area	This TCVP seeks to improve vitality of the town centre and this action to transform the area around the Market Hall. In turn, increased footfall and natural surveillance, together with a well thought out holistic scheme should help to reduce the prospect of anti-social behaviour
Showcasing Congleton's Heritage	Some felt Congleton's heritage would have limited appeal or impact	Noted
	Better promotion required	P87 How para 3 add: More events focused on heritage should also be considered with scope to link to showcasing the Centre's other assets including the River. Such events and initiatives should be well advertised.
	Old buildings of significance need to be restored and owners encouraged to improve building facades	The aim of the TCVP is to increase the vitality of Congleton and to encourage footfall and spend in the Centre. This should in turn support owners to invest in their properties. In the case of heritage assets the TCVP could be used to support funding for bids to Historic England/Heritage Lottery
	'Make Moody Marvellous' campaign to restore Listed Moody Hall which is falling into dereliction should be supported by CEC	Noted – outside of TCVP remit as a privately owned asset. TCVP could be used to support funding for bids to Historic England/Heritage Lottery
	To be noted that QR codes good for some but aren't applicable for everyone e.g. the elderly – consider free pamphlets and information boards at key sites e.g. Priestly Fields	P87 How 1 st para add to end - Other options including characterful signage, information boards, maps and pamphlets should also be considered for those less digitally connected.
	Museum to be better connected to High Street or given new home in a historic building instead, such as Bradshaw House or Moody Hall. Need to better promote the museum	P87 What add after heritage value. The town also benefits from the free Congleton Museum covering the local history of the area.
	Provide walks to unseen areas of town e.g. ruins under/ behind Bridge Street, Astbury Mere, Congleton Park, Cockshoots, The Bath House - could be incorporated into a trail	P87 How 1 st para - Consideration should be given as to how to use these to encourage visitors to venture into other, and less well known , parts of the town such as the ruins behind Bridge Street, Astbury Mere, Congleton Park, Cockshoots and The Bath House.
	Free walks by the museum or local historians/volunteers to be run more frequently could be themed e.g. ghost walks. Trails should be accessible for all and also links to health and fitness objectives	This could also be linked to other themed trails e.g. ghost trail or pub trail led by local historians/volunteers or the Museum. Trails should be accessible to all and would support wider health objectives.

Priorities Intervention	Consultation Comments	Response
	Recently unveiled statue of Elizabeth Wolstenholme Elmy was positively received (made possible by donations from the public of £75k between 2018-2022)	P87 What add: A heritage trail is available providing details of a number of buildings of heritage value and a statue of woman's suffragette Elizabeth Wolstenholme Elmy who lived in Congleton has recently been unveiled
	Heritage centre to build upon new Elizabeth statue which has led to communications across the world with the Elizabeth's Group	Noted - to be determined locally when working up more detailed proposals
	History flags and large bears already work well	Noted - to be considered when working up more detailed proposals
Making more of Congleton's Community Assets	This section does not really identify which assets are referred to other than the area in front of the museum which is already picked up in Action 1	Under 'where' - include Congleton paddling pool. Congleton Leisure Centre, Congleton Community Garden and Congleton Park, as well as other buildings, car parks and parks.
	Area in front of Town Hall/ museum could be community gardens/allotments	Considered within the TCVP at Action 1
	Combine with priority re Museum (1)	Action 1 is more a spatial priority but some overlap noted
	Need to make sure all assets are maintained and attractive	P88 How 2 nd para: The Town Council is also active and may be willing to take a proactive role in managing and maintaining some of these assets to ensure they remain attractive and maximise their opportunity for use Split to make a new para - How assets could be used in the short term...
	Pavements, walkways and street furniture are assets that need to be properly maintained with appropriate materials and estate agents boards can detract from community assets	Agreed - page 94 'Centre wide actions' addresses this.
	Consideration of community assets should go beyond buildings and parks to include community groups as assets e.g. U3A, yoga etc	P88 How add new para to end: Consideration should also be given to engaging and collaborating with the wider community assets across Congleton including local churches and community based organisations e.g. U3A, sporting groups etc
	Better promotion of assets. For example through a public/ private partnership to ensure a good marketing budget and better marketing of assets	P88 How add new para: Consideration should be given as to how best to promote each of the town's community assets to raise awareness and maximise their usage
	Town Hall is underutilised and could be used for concerts/cinema/comedy nights	P88 What: There are a number of public/community assets which sit within areas which have the potential to be brought back into more active use including the Town Hall, Library? and Congleton Park
	Make more of Congleton Park - bandstand to be used for more events (circus, fairground, concerts) and sports and maybe market. Paddling Pool and Theatre to be felt as extension to the park. Congleton playing fields could also be used for sporting events	P88 How add new para: Congleton Park is a significant community asset which together with the nearby padding pool, theatre and playing fields, could be utilised more through a series of events (e.g. circus, fairground, concerts), for example at the bandstand, or sports which would also support health objectives.
Better physical connections e.g. from park to Town Centre in terms of quality and accessibility	Already included within the TCVP at Action 2 P80-83	

Priorities Intervention	Consultation Comments	Response
	Area should be extended so 'Town Centre' also includes Bridge Street and High Street areas	The town centre is defined in the Local Plan and does include these areas
	Free parking associated with community assets mentioned frequently	Noted - but beyond the remit of TCVP as pricing of car parking is determined by CEC Highways
	Lighting improvements to make connections between assets feel safer. Better lighting to improve safety at the Park	P88 How edit: The use of (low energy) lighting to animate areas and make key assets and connections between assets safer should be considered
	The War Memorial Hospital is a vital community asset	The TCVP does not need to mention every community asset and therefore no need to specifically mention the War Memorial Hospital especially as it is outside the town centre.
	CEC to contribute to 'Make Moody Marvellous' campaign	Considered in Action 5
	Café and toilet in the library	Noted to be determined locally when working up more detailed proposals
Raise the profile of Congleton	Need to develop a USP as surrounded by a lot of market towns with similar assets, events and initiatives e.g. Ale Taster Trail was successful	Noted - this action seeks to enhance the vitality of the town by maximising the opportunities presented by its USPs to raise the profile of Congleton
	Belper is a good example of a town that has raised its profile	Picked up in Action 8 P90
	Any effort to raise the profile needs to be backed up with improvements to the Town Centre	Noted - the TCVPs seek to enhance the vitality of the town centre as a whole
	Consistent modern signage	P89 How edit: Improved consistent and modern signage (physical and virtual via app/ QR code) to stop people just passing through
	Website needs to be better designed and accessible to both residents and tourists. Should be kept up to date. Some key attractions are missing on website e.g. canal. Website should have a 'What's On' section - including in local pubs and venues	P89 How add at the end of 1st paragraph: ... local walks, cycle routes, key assets such as the canal etc... which would be useful to both tourists and local residents. It must be ensured that the website is kept up to date and could include a "What's on" section covering local venues, pubs and events to support this
	Advertise the town more in press and social media e.g. Facebook	P89 how. Add new bullet: Promotion of Congleton via positive PR and good news stories in the press and dedicated social media channels
	Beartown leaflet through local doors is main way residents know of upcoming events so should continue	P89 how. Add new bullet: Continuation of the popular Beartown leaflet through local doors to inform local residents of upcoming events
	Link to attractions further afield e.g. Jodrell Bank, Little Moreton Hall	P89 3 rd para: ...for example other centres with heritage assets such as Sandbach and Nantwich, CEC website, and visitor attractions further afield such as Jodrell Bank and Little Moreton Hall
	Some prefer to keep Congleton a 'hidden gem'	Noted
	Poor perception from Mountbatten Way and improved signage along Mountbatten Way to attract people into the town as well as on iconic footbridge and to Astbury Mere	This is considered in more detail under Action 2

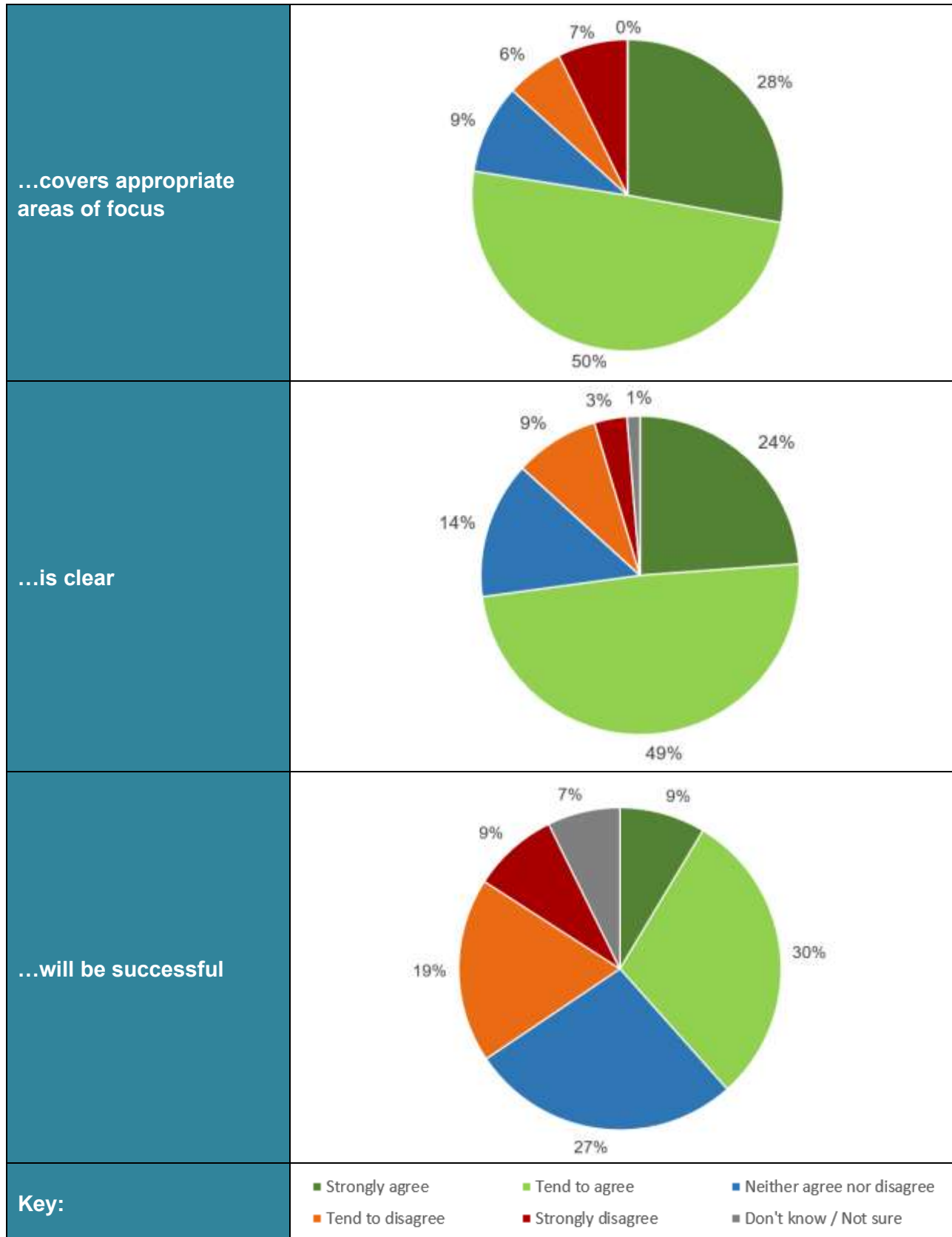
Priorities Intervention	Consultation Comments	Response
	Could link with house developers to include details of what Congleton has to offer within new home 'welcome packs' including services, voluntary groups etc	Noted - to be considered in working up any future detailed proposals
	Better public transport connections for accessibility	This is considered in more detail under Action 10
	Reintroduce the Carnival as a central community venture	Noted - to be considered in working up any future detailed proposals
	The market needs to be in a higher profile location	The TCVP promotes a review of the market place locality and any proposals for the market can be considered as part of that. No need for any change to document
	More evening and leisure attractions to attract people at night-time. Need attractions with broader appeal e.g. evening economy	Considered within action 9 of the TCVP
Mobilising Business Community	Reduced business rates for start-up businesses	Noted - but business rates are determined centrally and beyond the control of CEC or the scope of the TCVP
	Repurposing of vacant units	This is considered in more detail under Action 9
	Define 'businesses' as all key employers and not just 'shops' or 'retail businesses'	Agreed - this is picked up on P90 under what of this action
	Use example of Elizabeth Status as businesses did pro-bono work for the installation	Noted - P90 How edit: If actions can be identified around issues/opportunities that relate to their core function, businesses may be able to provide support towards the Town's aspirations in the form of sponsorship, materials, technical support or volunteers. This is already starting to take place in Congleton with local businesses recently providing services for the installation of the new Elizabeth Wolstenholme Elmy statue
	Organise events solely for advertising local businesses/ independent retailers	P90 How 2 nd para - Businesses networking could also identify "themes" where businesses can drive opportunities forward for example retailer and F&B hosting a fashion show or beauty event that promotes and showcases local businesses
	Businesses to pull together for events such as Halloween/Easter just like they already do for Christmas/ Congleton Pride/Jazz and Blues Festival	P90 How 2 nd para add to end: Local businesses in Congleton already pull together for the Christmas, Congleton Pride and Jazz and Blues Festival, but could also get more involved in other events such as Halloween or Easter
	Important to retain local established businesses	P90 What add: Engaging with these businesses and encouraging them to collaborate more effectively will both support the economic growth of the area and help to ensure that businesses are retained and flourish in Congleton
	Up-to-date business directory on the town website	P90 Add 3 rd para to How: The provision of an up to date business directory on Congleton's website could support greater collaboration and networking between businesses whilst also raising their profile locally
	Encourage major employers e.g. AstraZeneca to visit or stay here	P90 Add new point to How: Engagement with major employers in the locality and surrounding area to promote Congleton as a great place for staff to live or visitors to stay
	Better communication with Council through sponsorship and advertising	Noted - to be considered in working up any future detailed proposals
	Transport is key such as free shuttle bus from train station	Noted - covered in Action 10
	Integrate and connect periphery businesses and employees to the town centre via better walking routes	Noted - covered in Action 3

Priorities Intervention	Consultation Comments	Response
Tackling void properties	Attract businesses to start up and fill empty voids in Congleton	This is the purpose of this action
	Many supported this action as a priority	Identified as a new priority action following on from public consultations as a result
	Reduced business rates to attract businesses. Mentioned a few times	Noted but outside of the remit of TCVP as business rates are set nationally and private landlords set rental levels
	Help with rents which may mean a lower Council tax to be paid to attract businesses	Noted but outside of the remit of TCVP as business rates are set nationally and private landlords set rental levels
	Encourage more people to live in town centre premises - consider change of use to residential or above shops e.g. consideration of retail on Mill Street and Lawton Street	Message already included within the TCVP - see P91 add to How para 2: Residential is also another option to be considered for smaller units on the edges of the town or above shops e.g. Mill Street and Lawton Street
	Burwash, Sussex a good example of retail turned to residential with plaques stating which shops once stood here, and can be included as part of heritage trail	P91 2 nd para add: Residential is also another option to be considered for smaller units on the edges of the town or above shops. This has been successfully achieved in Burwash, Sussex where plaques identify which shops previously occupied the homes
	Vinyl window displays or local group displays to promote town rather than blank windows	Message already included within the TCVP within this action at P91. Add to How 4th para: Other short term solutions which brighten up vacant shop-fronts include vinyl window displays or “wrappers” promoting the town and its businesses or using vacant shop-windows to showcase products of existing businesses or online stores
	Some view wrappers as a good meantime use, others as a waste of time/money	Noted
	Council must pursue owners to either renovate or sell	Noted - but CEC do not have powers to enforce unless the building is dangerous or sufficiently bad to invoke S215 maintenance notices
	Improve appearance of voids	This action considers a number of options to tackle voids and improve their appearance
	Temporary pop-up shops or other initiatives e.g. promotion of Town Centre assets, local art, local school exhibitions	Message already included within the TCVP within this action at P91 Meanwhile uses (until longer term occupation can happen) and pop up stores or activities can support footfall and allow potential occupiers to test the local area or support the local community e.g. local art or school exhibitions
	Don't fill with more of the same e.g. charity shops, take-aways, hairdressers	Noted - but the type of occupier will be determined by the market/private sector and is therefore beyond the remit of the TCVPs
	Focus attention on Mill Street, Cross Street and West Street	P91 What - The attractiveness of parts of Congleton is undermined by vacancies and the closure of a number of large stores, particularly around Mill Street, Cross Street and West Street within the town centre
	Change to entertainment/leisure facilities to improve night-time economy	P91 How add to 1 st para: Instead of focusing on new retail occupiers it is worth trying to target leisure operators, including those to improve the evening economy
	Congleton needs marketing widely	Covered within the TCVP in Action 7
	'Make Moody Marvellous' campaign	Picked up within TCVP in Heritage action
A theme to attract small businesses	Noted - to be considered in working up any future detailed proposals	
Public services e.g. doctors to accompany growing resident numbers	Noted - to be considered in working up any future detailed proposals	

Priorities Intervention	Consultation Comments	Response
Enhancing Public Transport	More frequent and reliable bus and train services with reasonable fares to nearby towns such as Wilmslow and Alderley Park and further afield e.g. Crewe, Stoke, Macclesfield and Manchester, particularly in evenings and on Sunday	Noted - it must be acknowledged that public transport is outside the control of CEC but they should use the feedback from the TCVPs to lobby for improvements as part of wider engagement with providers as identified in this action on P92 P92 Who - Add Network Rail
	Train station is out of town and up a steep hill making links to town centre challenging. A shuttle service that coincides with train times would be welcomed, particularly at peak community times, but unlikely to be viable	This action notes the importance of improving connections between the rail station and town centre within How on P92
	Bus service should coincide with train times mentioned frequently, but also local school/college starting and finishing times	Noted - to be considered in working up any future detailed proposals
	Vital for young people for socialising and accessing employment and enticing people here to live and commute	Noted and agreed
	Integrate digital route planning technology e.g. live timings and touch-in touch-out system for ease of use. Website for bus timings to be improved/digital times at bus stops	P92 How add new bullet: Consider the opportunity to introduce digital route planning technology e.g. live bus and train timings and touch-in touch-out system for ease of use
	Bus service to reach new residential developments	P92 How edit: Look to strengthen bus services around Congleton to locations including the Congleton Rail Station and surrounding residential and employment areas such as West Heath, Buglawton and Mossley
	Consider park and ride	Park and Ride schemes only work in large towns with very high levels of congestion which deter use of private cars
	Introduce electric vehicle infrastructure, scooters and e-bikes	Noted - to be considered in working up any future detailed proposals
	Make Beartown bus routes free for everyone	Noted - to be considered in working up any future detailed proposals
	Evaluate the current routes for accessibility which travel down narrow streets and make pedestrians feel unwelcome	Noted - to be considered in working up any future detailed proposals
	Move public transport hubs to cardinal points outside the Town Centre within walking distance	Noted - to be considered in working up any future detailed proposals
	Maps at station to show routes into town and its assets and services	Considered within TCVP at Action 3
	Improve cleanliness and safety of public transport to make it more appealing. In particular, improve attractiveness of station	Noted - it must be acknowledged that public transport is outside the control of CEC but they should use the feedback from the TCVPs to lobby for improvements as part of wider engagement with providers as identified in this action on P92
Other Comments	There is a lot of cynicism regarding the delivery of change in Congleton	The aim of the TCVP is to increase the vitality of Congleton, encourage footfall and spend in the Centre and deliver positive change. However, it is recognised that there is no budget to support the actions and local cynicism is therefore understood
	Infrastructure needed to accommodate new residents e.g. doctors, dentists, schools. Mentioned a few times	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications

Priorities Intervention	Consultation Comments	Response
	Funding will be needed to support these actions	The TCVP makes clear at P6 that there is not a pot of money available to support the delivery of the Vitality Plan. Rather the Vitality Plan has been prepared as a resource to support accessing funding
	Provision of public toilets. Mentioned a few times	Noted - to be considered in working up any future detailed proposals
	Recycling Centre/ Tip needed. Mentioned a few times	Noted - to be considered in working up any future detailed proposals
	Chapel Brook nursing home/former Council building in West Heath to be repurposed for multi-use, particularly to accommodate new services e.g. doctors	This is not a CEC building The importance of addressing town centres vacancies is covered in the TCVP so no need to reference this particular building
	Addressing the attractiveness of Morrisons building as is gateway to town	This is a private business premises. The TCVP already includes an action to mobilise the business community to engage with them to better support economic growth in the area and add value. No need to specifically mention Morrisons
	Remove abandoned boat from riverside - mentioned a few times	Noted - to be considered in working up any future detailed proposals
	Need to improve accessibility for disabled/ prams in resurfacing pavements and ramps into shops	Noted - picked up throughout the TCVP
	Community volunteers to be used for quick wins	Noted - picked up through community assets action
	More clarification on average retail visit times, how was it over 3 hours, what were people doing?	This comment refers to footfall data collected in the benchmarking section of the TCVP. This is included as an example demonstrating the Council review footfall data and dwell time monthly

3.3 The following diagrams illustrate general feedback in terms of the TCVP:



3.4 The following table summarises additional comments received in respect of the Congleton TCVP.

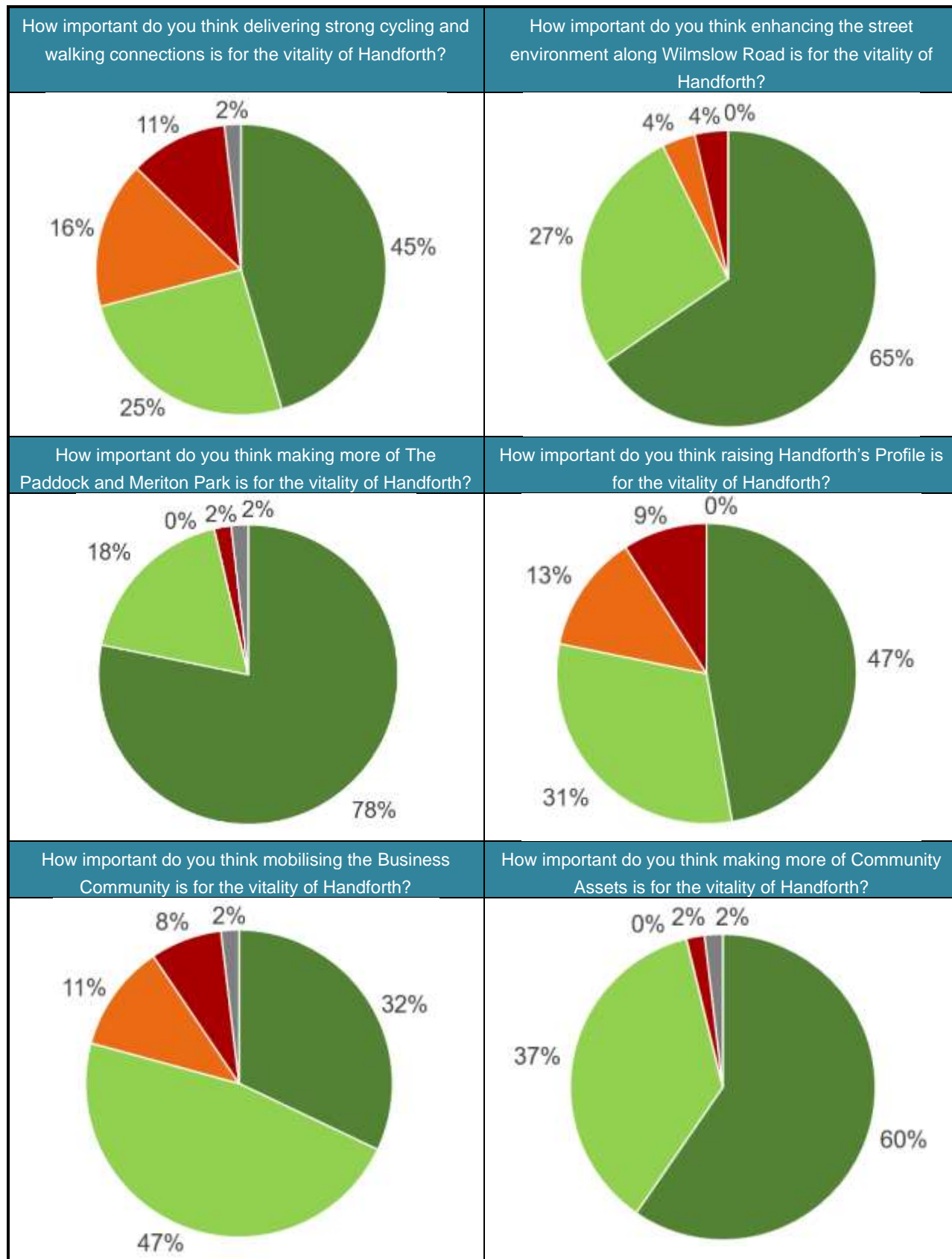
Specific Revisions to Congleton TCVP	Response to the Feedback
It's full of exposing the learning curve of the consultants, it's out of date, given the current situation and it doesn't appear to listen to local business leaders. It's the usual CEC waffle, full of preconceptions. Congleton's problems are obvious to many of the folk that live here and many of them stem from the stranglehold that CEC has. A more devolved solution is needed for all the towns in this study. Less reliance on CEC and more control of assets, planning and funding. The Opportunities and Threats sections, such as they are, fail to address the fundamentals. Overall? 5 out of 10. Poor work for presumably a fat fee. Sorry for an opportunity missed.	Noted - all local stakeholders have been given the opportunity to feed into the TCVPs and this report of consultation demonstrates how those views have been taken on board. The final version of the TCVP should better reflect this. The TCVPs were not intended to investigate the options for devolution, rather what actions could be undertaken under current conditions to support the future vitality of each town.
You've broken down item 1 into short and long term actions - why not do the same with the other sections? There must be small steps possible in the short term?	Detailed projects will required further feasibility and consultation including consideration of phasing and actions in the short, medium and long term.
I feel that the plan is very superficial and despite having a long introduction in Our Place it doesn't give a feel of being generated for our community. It comes across as being a cut and paste report with minimal local interaction.	This consultation process seeks to ensure that each local community has an opportunity to inform and shape the TCVPs. This report of consultation demonstrates how the responses from those consultations have been taken on board and the reports updated to reflect the comments made.
I gave up on reading the plan halfway through, as it was very annoying to have to keep moving the bottom slider to see all the information, the colour scheme was awful, and it was full of grammatical errors and typos, as is this survey. You really need a decent proof reader, as it leaves a bad impression.	Taken on board
I was very surprised to see Glebe Farm described as a visitor attraction, because Glebe Farm is a mess which has destroyed the integrity of Astbury.	Subjective opinion in terms of quality of Glebe Farm. Still considered to attract visitors to the area
The text boxes in this consultation also seem to have a word limit that is not mentioned which means that detailed examples could not be given.	Noted for future consultations
Firstly, the plan itself needs more work on the presentation - some maps were missing keys and along with tables were presented in such fonts that made it difficult to read. I question how those with eyesight issues would manage.	Plan and keys made larger where possible
Several areas of this plan seem to focus upon "lets make the area look pretty" rather than addressing underlying and practical issues that would bring people into the area and look at the infrastructure needed by those who already live here. Whilst that's all very well if you miss out the infrastructure, and practical issues it doesn't matter how pretty somewhere looks.	Taken on board - the consultation process has helped to identify those ideas that will not work in practice.
There's often also steps missing to check assumptions made from several ideas that will influence the success of what looks good theoretically to what works practically.	Taken on board - the consultation process has helped to identify those ideas that will not work in practice.
There's no mention for example about public toilets that are clean and well maintained. There's a lot of focus upon walking and cycling around the town centre but not on access for those with mobility issues in that area or for those living in Congleton but not in the town centre. Want people to walk more - improve the existing pavements by simply resurfacing them so that its easier for push chairs etc to get to the town centre.	Noted. The TCVPs are primarily focused on enhancing the town centre areas, but recognising the importance of the surrounding communities to support this aim. Toilets, mobility and surface quality have all been responded to within the updated TCVP following comments made during the public consultation.

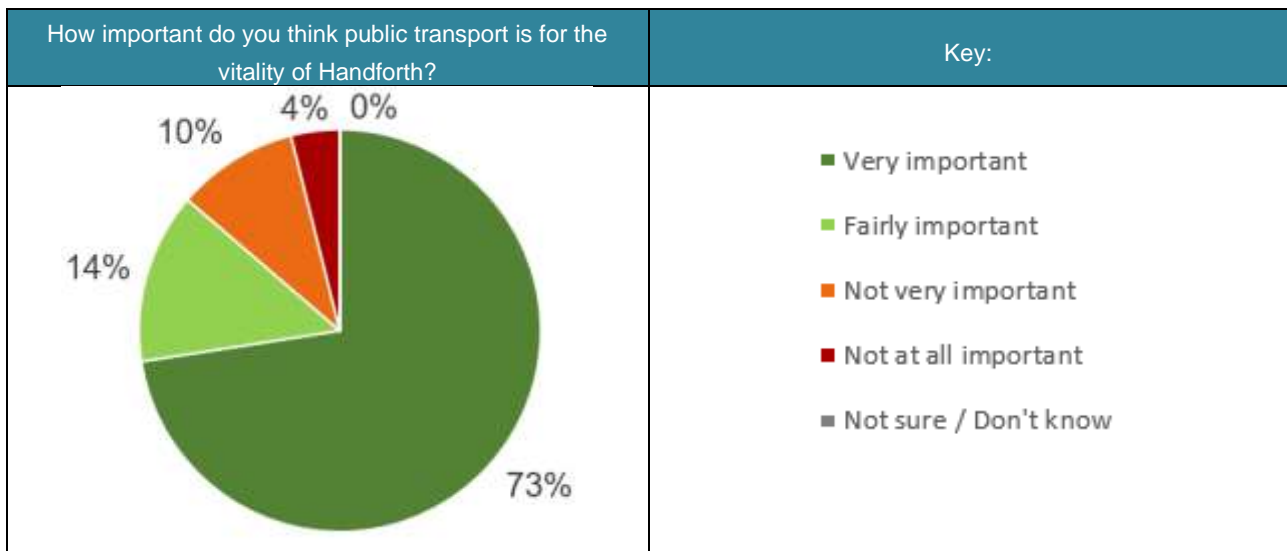
3.5 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	145
	Group, organisation or club	2
	Local Business	3
Gender Identity	Male	74
	Female	73
	Prefer not to say	2
Age Group	16-24	3%
	25-34	7%
	35-44	16%
	45-54	24%
	55-64	18%
	65-74	20%
	75-84	5%
	85 and over	0%
Prefer not to say	5%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	91%
	Any other White background	2%
	Mixed: White and Black Caribbean/African/Asian	1%
	Asian/Asian British	1%
	Black African/Caribbean/Black British	0%
	Prefer not to say	4%
	Prefer to self-describe	1%

4.0 Feedback from Handforth

4.1 55 responses were received in respect of the Handforth Report. The level of support for the identified priority areas is identified in the charts below:





4.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Handforth is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Deliver strong walking and cycling connections	There has been a particular emphasis on safety with recommendations such as increased CCTV, wider pavements and better accessibility for disabled people	Agree - safety will be a critical element of detailed design of new or improved routes. Add safe after well designed on p76 under What 2 nd word 2 nd para
	Multiple comments stating the walking and cycling routes are adequate	Whilst this is acknowledged as part of the climate crisis it is essential that people are encouraged to walk or cycle more rather than getting into their cars for short journeys
	This section appears to concentrate solely on the links to the Garden Village - important though these links are the links between other parts of the village are equally important- e.g. safe cycle routes along Wilmslow Rd from Wilmslow to the parish boundary at the Waggon and Horses. Should include improvements to the underpass (lighting etc) or the connecting roads beyond the railway line (cycle paths)	The section does not just focus on the Garden Village. However it does recognise that designing strong walking and cycling routes which encourages new residents to walk into the centre rather than use their car will be really important for the future of Handforth.
	Pavement widths are not wide enough - cars park on the pathways creating a problem for people with prams/wheelchairs forcing them to go on the road around them.	Noted this will be taken into account in the detailed design of any new or improved routes
	Concerned that making Hall Road a thoroughfare will be detrimental to the surrounding neighbourhood. The increased traffic and commuter thoroughfare will also be detrimental to the oldest historical site in Handforth - Handforth Hall	Noted this would need to be considered in working up specific schemes
	People emphasise the benefit of adding new cycle routes but stress the lack of cycle parking and the effect this may have	Agree - need for appropriate cycle parking is already specified on p76
	Wilmslow Road is a key stress point for many residents with cyclists complaining of cars passing to close and therefore welcoming the idea of cycle lanes	Noted
	Use of surplus public realm land to create ghost right turn lanes into some of the side streets including in particular the turns into the Paddock and beside Spar	Noted this would need to be considered in working up specific schemes
	Prefer if an alternative route for the traffic to and from the proposed village garden was found such as building another bridge or underpass to overcome the train line - to get direct access to Handforth centre	The optimum solution will be determined as part of the planning applications however the cost of a bridge spanning the railway line will be very expensive and is unlikely to be able to be delivered
	Need better signage/raise awareness of existing and proposed routes	Agree - is already specified on p76
Improve cycle parking at the station – add canopies on cycle parking	Noted - Town Council/CEC to lobby the train operator	
Enhancing street environment along Wilmslow Road	Create a barrier with trees and planting to provide safety from the road, providing attractive places to sit whilst screened from the road too. Reduce traffic noise by reducing speed through the village - numerous comments on supporting greening including recognising how it can reduce pollution. Wildflower planting should be considered to attract bees and other wildlife. Plant in non-linear layouts e.g. on lazy S with cherry trees	P80 under what bullet 1 add at the end More planting (including wild flowers) will not only improve the appearance of the road but will also reduce pollution and increase biodiversity
	Remove unnecessary clutter on the pavements and encourage the shops to have a uniform frontage - discourage garish colours. Shutters could be painted and signs	Add at the end of How p80 as new para

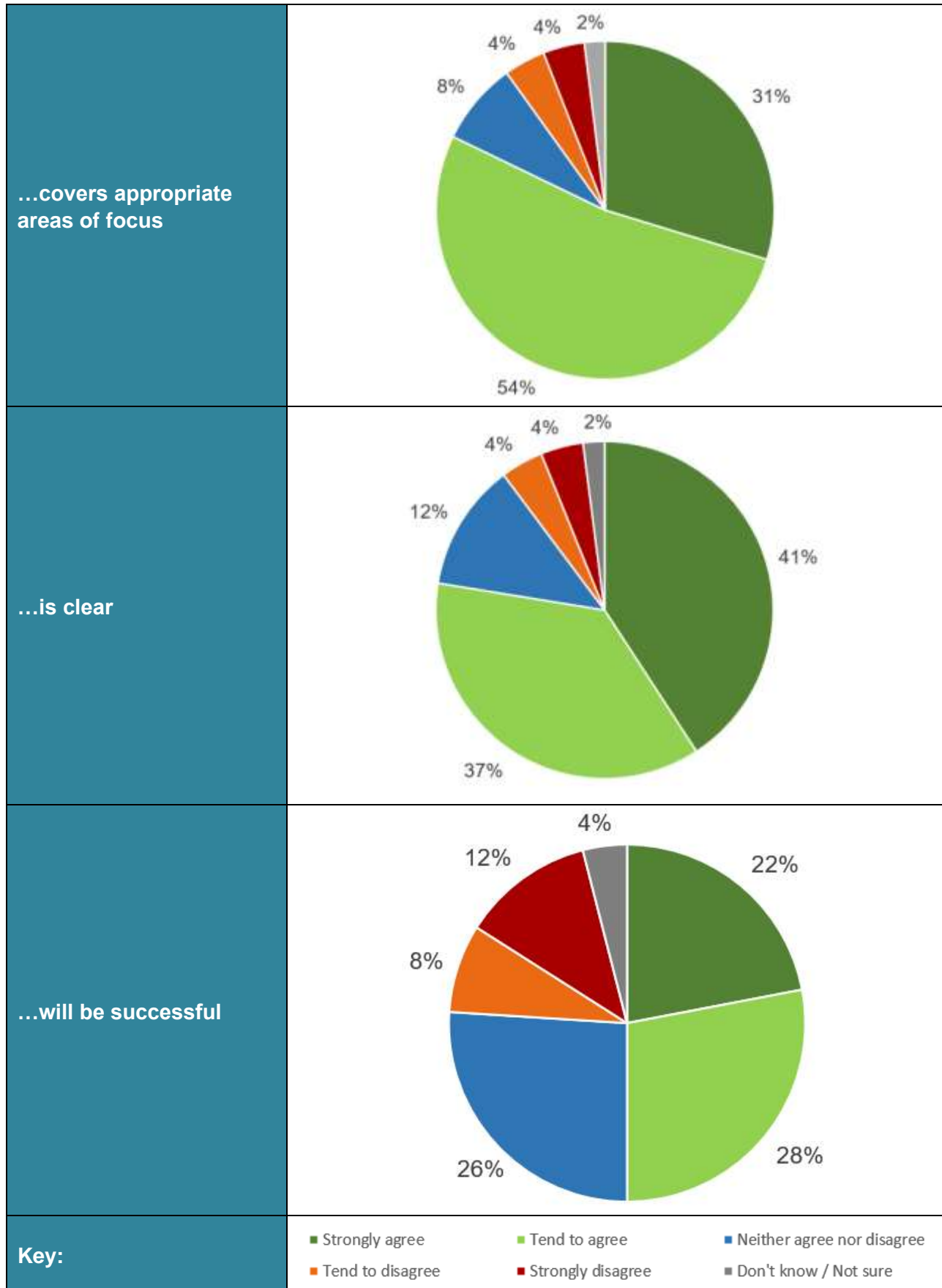
Priorities Intervention	Consultation Comments	Response
	improved. Encourage artwork in vacant shops. Failure to modernise and improve commerce is going to lead to Handforth' s ultimate demise	In parallel to improvements to the public realm, local businesses should be encouraged to invest in their premises. Working together to agree a more consistent palette or material or brand for the Centre
	Need to really look at the existing & future locations of these planters because some of them really impede visibility when exiting certain roads.	Agree - detailed work will be required to determine best location of planters to maximise benefits and minimise any potential negative impacts.
	Plans show three crossings 2 pedestrian crossings at each set of lights within a small proximity of each other and another one within a small distance from the church. A further two crossings are just off shot. Implementation of a further crossing is absurd considering the amount that are currently there	Further work will be required to determine detailed schemes. Change 2 nd bullet under what on p80 Review current crossing arrangement to enhance the ability to cross the road without creating inappropriate congestion
	Parked cars pose a hazard to pedestrians	Agree - detailed work will be required to determine best location of planters to maximise benefits and minimise any potential negative impacts.
	Extend stations "platform for art" along Wilmslow Road	Add to 4 th bullet on p80 under How and extend stations "platform for art"
Making More of The Paddock and Meriton Park	More attractive planting (lots of support) and outdoor seating and art/installations The Paddock is the town square and should be the hub of what's going on e.g. market	Agree - many of the ideas already included in Action 3 Add under how bullet 1 p84 and accommodate art installations before etc
	There are some fabulous restaurants but no night time vibe for civilised drinks and get together, be lovely to have a Mediterranean feel in the paddock in the evenings. Lovely lighting and patio heaters for winter, places to stop and get coffee/wine late evening and maybe a glass of wine before or after having a meal out.	Add new bullet after 4 th under how on p84 Add lighting and heaters to extend hours of operation
	The Pavilion in Meriton Road Park must be returned to the Community. It was bestowed onto the Community and the Community is being denied rightful use of it as it has been leased out to a hobby group. Conscientious work must be done with Friends of Meriton Road Park to secure the return of the Pavilion to the Community where it rightfully belongs	Noted but outside the remit of the TCVP
	Improve linkages between Park and Paddock – lots of support. Multiple people have stated Meriton Park needs more paths as majority is muddy and therefore puts people off going	Key recommendation Action 3
	More shelter for dog walkers in the park e.g. café would be good and seats for walkers	To be considered in working up detailed proposals for the Park
	Already is residential above the shops	Remove potentially for residential use? From the last bullet on p84 under How
	Encourage young people to play in the park not the Paddock – under 4s play area Offer more things in the park e.g. gym, boules. Park needs more paths. If get kids along their parents come and spend money	This is already something that is being looked into as part of the masterplan for the park
	Include more information and local info for walkers	Detailed provided in Action 4
	Could we have something similar to Altrincham or Mackie mayors market in the paddock?	This will be down to individual businesses determining that this would work in Handforth. The TCVP seeks to create a more vibrant centre which would increase the potential of this
	Get the locals involved first and others will follow. Use word of mouth to promote	Agree - see Action 4

Priorities Intervention	Consultation Comments	Response
Raise Handforth' s Profile	Local information about events or dates of interest to be more generally published. No one outside of Handforth knows what is here and the good links to other areas	Agree - see Action 4
	More community events - various suggestions	And to 2 nd bullet point in second block of bullets on p86 under how (events programme) expand existing programme to offer a range of events including community events
	Some concerns about negative publicity that occurred due to Town Council meeting going viral	Noted - promoting positive messages about Handforth will mean people will soon forget about this incident
	A few have mentioned that information around events which are currently on going need to be better publicised, so people are actually aware	Agree - see Action 4 for suggestions
	Businesses could get together to have occasional late night shopping, in conjunction with restaurants, advertise a night maybe once a month or once a fortnight where there are little boutique shops open, offers on in restaurants, somewhere to get just a drink. Perhaps there could be short term, very minimum token rent pop up "boutiques" for local artists/crafts people/clothes/retro	Agree - already included in Action 5
	Have to have the right type of businesses in the village to be able to do that. Currently the majority of units are occupied by takeaways. Some concern that some businesses do not care about their environment - bins on show over filled in alleyways, smashed glass, poor hygiene ratings	This will be down to individual businesses determining that this would work in Handforth. Town Council and CEC to work together to undertake enforcement against inappropriate behaviour
Mobilising Business Community	Promote local businesses that bring something to the community. Cafes and dog places are needed. Home wares, gifts etc not takeaways, barbers and vape shops	Noted - but which businesses decide to take space in available units is outside the control of the Town Council and CEC
	By working together and supporting local businesses we can provide a facility for work experience and apprenticeships and encourage younger people to want to work in the locality as an alternative to working in Stockport and Manchester. This will help to reduce carbon emissions if people have the opportunity to work closer to home and local people will take greater pride in their environment and locality. By working together greater job opportunities can be created for people who live here	Good idea P85 at end of how add a new para Local businesses could also collaborate to offer work experience and apprenticeships to encourage local people to work locally rather than believing they need to work elsewhere
	All assets should be utilised to their maximum potential to get the most value out of them for local community - including religious buildings	Agree
	The Town Council cannot afford to take on the Youth Centre and should not be placing that burden on the ratepayers of Handforth. They should have been helping getting the Pavilion back into Community hands instead.	Noted - for Town Council to determine
Making more of Community Assets	Definitely make more use of the Youth Centre although again reliant on local volunteers for the events/user groups Strongly oppose the conversion of the Pavilion into a youth hub - this currently accommodates the model railway group which would have to leave Handforth if dispossessed Local residents strongly support the retention of the model railway group despite what the friends of Meriton Park may say	Work ongoing on investment in Meriton Park and its facilities

Priorities Intervention	Consultation Comments	Response
	The youth centre is the place for youth activities especially if renovated and reenergised	
	No formal sports facilities in Handforth so re-establishing the MUGA at the Youth centre and/or a football pitch at Stanley Green Park would be good (Stanley Green Park needs signposting/advertising as a community facility beyond use by Spath Lane residents	Noted - suggestions in the TCVP will be prioritised further and specific projects worked up in more details by partners including CEC and Town Council
Public Transport Strategy	Improving public transport is critical to reducing car dependency. Whilst this includes active travel, buses and trains are critical to link it all together.	Agree - this is why Action 7 was included
	Handforth should get a Metrolink tram station at Handforth Dean and by Lakeland. Handforth is in the commuter belt of Greater Manchester and improving public transport links is a necessity for business and trade within the local area	Agree this would deliver a step change in public transport. Would require significant investment from Central Government. CEC and other northern authorities are lobbying for investment in the northern transport systems
	Handforth appears to be cut off with minimal public transport. Commuter access to Manchester City Centre and the Airport is in serious need of investment. Bus services appear to treat Handforth as a rural village yet the increase in housing in the area needs to be supported by significant increase in public transport.	Note - see above
	The lifts to the station platforms are long overdue. Handforth is not disabled friendly at all - various comments	CEC to continue to engage with train operators to lobby for improvements
	A lack of late-night services is preventing commuters from living in Handforth	CEC to lobby train operators
	Improve station - by friends of ?	Town Council to investigate whether sufficient support
	Drop off points at the station is needed	CEC and Town Council to continue to engage with train operators to lobby for improvements
	More off street parking on Spath Lane Estate and speed bumps	Noted - suggestions in the TCVP will be prioritised further and specific projects worked up in more details by partners including CEC and Town Council
Other Comments	Increased use of apps such as Car share to decrease number of cars	Agree 0 could be looked at as a project emerging from TCVP
	Concern about more homes being built on the greenbelt	Noted but outside the remit of the TCVP. CEC responsible for determining housing allocations in response of need
	Hope the public will be invited to hear the actual plans on this proposal as the information I have read so far is very limited on information and implementation. Many need to be correctly informed rather than told by the town council that we need a cycle lane, there ought to be a full detailed plan delivered to each household to comment on rather than being informed via town	The TCVP seeks to provide a consistent report across the 9 centres to help individual centres to be able to engage with stakeholders to work up detailed projects and seek funding. Recommendations for future communication and engagement are set out on p93
	How does the council intend to work with health commissioners to ensure that health facilities within the locality match demand from the new housing developments in the coming years?	CEC to advise on work on supporting the sustainable delivery of new homes
	Future plans must consider all people Handforth is not just for the well off	Agree

Please note that all comments received have been dealt with in the above Table

4.3 The following diagrams illustrate general feedback in terms of the TCVP:



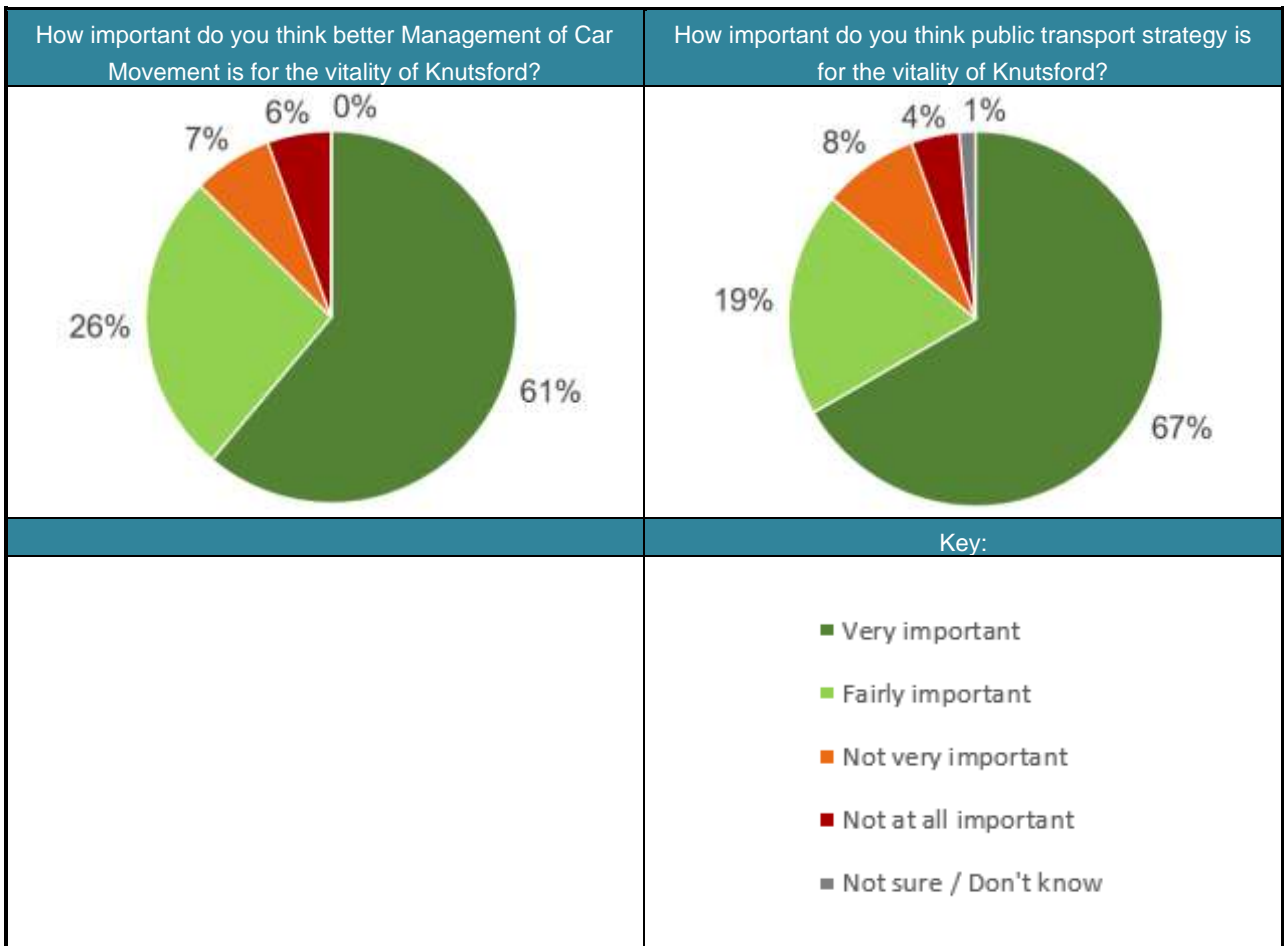
4.4 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	46
	Council employee/professional	2
	Other	2
Gender Identity	Male	22
	Female	25
	Prefer not to say	2
Age Group	16-24	2%
	25-34	10%
	35-44	34%
	45-54	22%
	55-64	14%
	65-74	12%
	75-84	4%
	85 and over	0%
Prefer not to say	2%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	88%
	Any other White background	2%
	Mixed: White and Black Caribbean/African/Asian	0%
	Asian/Asian British	2%
	Black African/Caribbean/Black British	0%
	Prefer not to say	2%
	Prefer to self-describe	2%

5.0 Feedback from Knutsford

5.1 79 responses were received in respect of the Knutsford Report. The level of support for the identified priority areas is identified in the charts below:





5.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Knutsford is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Reduce Car Dominance of Cars Along King Street	Like the plans for spill-out from shops but need to be careful not to create an obstacle course for those with prams, mobility aids or on cycles	Action 1 acknowledges the need to consider prams and those with mobility impairments
	The pavement needs widening or it needs to be a shared space with limited access to vehicles. Pedestrians need to take priority. Cars turning right from Minshull St to take a short cut should also be restricted by widening the corner pavement to limit width across King Street before this junction	Principles identified in Action 1 - details of potential scheme to be worked up with key stakeholders
	Simply reducing the number of parking spaces isn't enough.	Agree - the TCVP seeks to tackle a range of factors to support the vitality of Knutsford
	There should be no vehicles on King St - not even loading. Loading can take place from the side streets, the drivers can use hand carts and trolleys	Previous feasibility work has been undertaken into different options and this should be built upon to determine a workable scheme and to access funding
	Lots of comments on ensuring any proposals take into account people with disabilities - current disabled parking spaces don't provide flat walking access for the infirm	Principle acknowledged in Action 1
	Some for and against pedestrianisation of King Street - maybe experiment with only pedestrians on one day a month - would be safer for children	Details of potential scheme to be worked up with key stakeholders. Need to consider safety is identified in Action 1
	Change of use of King Street during lockdown shows the art of change and how quickly people can adapt	Agree - as noted on Action 1
	Only parking for disabled on King Street or necessary loading/unloading	Details of potential scheme to be worked up with key stakeholders
	Allow bus drop-off outside Lost & Found	Noted but bus services/stops are outside the remit of the TCVP
	Business community appears to be biggest blocker towards less cars in Town Centre - long advocated by residents	Building upon the previous work undertaken by the Town Council and the TCVP will hopefully support the identification of a scheme which works better for the majority of stakeholders
	Don't want to create unwelcome traffic/ increase in other areas	Agree - proposals would look to ensure
	Mix of comments on reducing speed limit	Details of potential scheme to be worked up with key stakeholders
	Removing parking will most likely reduce people visiting the town. What other parking priorities are there. There needs to be accessible and free street parking for local people	The TCVP seeks to support the vitality of Knutsford it does not seek to reduce visitors rather to make it an even more attractive centre
	Access for town centre residents ... 2-way of King street at North end near Tatton park will allow residents access for Drury lane and of town and houses behind bottom St. The other end of King street can still use King street and Church walk	Details of potential scheme to be worked up with key stakeholders
Implement 'From Top to Bottom Street' town centre masterplan for access rather than rat run use of the two principal streets.	TCVP supports many of the principles of the masterplan. This TCVP focuses on what are considered to be the priorities for supporting town centre vitality. From Top to Bottom Street includes several detailed proposals which could be complementary to this plan. Those which are considered highest priority for supporting town centre vitality have been incorporated. Other proposals may also be supportive and complementary and not including all ideas does not mean they are considered to conflict with this TCVP.	

Priorities Intervention	Consultation Comments	Response
	Better coach parking if tourism/visitor offer is to be extended	Page 85 - Add note at end of HOW to say. Explore options for improving visitor coach parking
	Stop all parking except for disabled parking along King St - various	Details of potential scheme to be worked up with key stakeholders taking into account different factors and the impact in users
	Traffic makes it unpleasant and difficult to appreciate buildings so could reduce parking outside attractions	Agree - see Action 1
	Make the top end two-way, so people can legally cycle south there	Details of potential scheme to be worked up with key stakeholders
	Local businesses rely on people being able to park outside their shop and pop in. Worry that reducing car use will turn the street into an area where ASB is more able to take hold if there is not a constant flow of cars through the centre	Building upon the previous work undertaken by the Town Council and the TCVP will hopefully support the identification of a scheme which works better for the majority of stakeholders
	Heaters should not be included due to climate crisis	P74 under how 4 th para edit last sentence of 4 th para to say Consideration should be given to create space attractive outside space linked to cafes, bars and restaurants
	Support as long as there is adequate affordable parking	Noted - any proposals would need to consider the impact on different factors and on users
	Agree with changing it to stop the parking and allow restaurant outside and more green spaces, but need to make the main road by the police station a full dual carriageway all along to ensure traffic can keep moving	Details of potential scheme to be worked up with key stakeholders
	10.00 to 16.00 pedestrian only in King St except for disabled. Service vehicles outside these hours	Details of potential scheme to be worked up with key stakeholders
	Widening pavements and allowing spill out areas would be a good thing. It would reduce the "rat run" that King Street has become	Noted
	Consider a free period in car parks to encourage people to use those rather than on street/illegal parking. Outside Rohan shop (Princess Street) is good example of this	Noted - CEC parking charges are set by CEC but must take into account a wide range of issues alongside supporting town centre vitality
Connecting green assets	Green assets routes should also be connected to other community spaces such as sports & leisure centres and cinemas and school. The Neighbourhood plan and cycling infrastructure plan all signed off by Town Council identifies crossing and route improvements	What p78 add at the end of the paragraph Improved green routes should also be connected to other community spaces such as sports and leisure centres and cinemas and school
	More support and resources needed for 'Friends of the Heath'	Agree - supporting local groups is identified in Action 2
	Pedestrianisation of Malt Street to improve safety connections between King Street to Moorside	Details of potential scheme to be worked up with key stakeholders
	Access needed from King Street to Princess Street Car Park	Access retained on plan. Details of potential scheme to be worked up with key stakeholders
	This is vital for sustainability	Agree - sustainability is a key theme which runs through most of the identified actions - see p90
	Additional access to Tatton Park along Mobberley Road, particularly around Parkgate would create a green route into town	Access retained on plan. Details of potential scheme to be worked up with key stakeholders

Priorities Intervention	Consultation Comments	Response
	Reduce speed limit to 20mph along Tabley Rd and enforce no HGV and stop buses using the road as a short cut. Tabley Rd is presently dangerous due to traffic speed and size	Details of any schemes to be worked up with key stakeholders including CEC Highways
	There is also a missed opportunity to connect The Moor with Drury Lane (and hence Wall Wood and Tatton Park) with a new promenade or some such, which would be a further tourist 'green' attraction. The area is an unsightly unadopted road at present	Access retained on plan. Details of potential scheme to be worked up with key stakeholders
	Text suggests that an improvement of signage for cyclists and by improving the pavement on Princess Street will lead to Knutsford being a safer place to cycle – this is not the case	The TCVP identifies a range of actions supported by suggestions which seek to support the experience of cyclists as well as other users
	Many of these green assets are used by residents to cross the town away from busy roads. Also encouraging slower traffic speeds (20mph for example) would help encourage more people to walk and cycle, and enjoy our green spaces more	Agree
	Cyclists do travel fast and could cause accidents	Noted but outside of the control of the TCVP
	It is not difficult to get from The Moor to The Heath and Tatton Park: this is not London!	Noted but it is considered that the experience could be improved for the good of the Town
	Sending public money on art works not required	Whether money should be spent on art will be determined local by key stakeholders
	Like the idea of following footsteps printed on the route. Different colours for different routes and suitable signage to go with them	P82 how bullet point 3 add Different colours for different routes works well to aid navigation
	Signage, particularly from the station would be brilliant, new visitors to the town have no idea which way to walk. Clear consistent signage throughout town to green spaces would be good. Not sure about art installations but picnic tables great idea	Identified in by Action 3
	Cycling infrastructure needs huge focus and attention. Roads are so dangerous (no cycle lanes, speeds needs to be reduced to 20MPH. Not attractive at all for kids to cycle and too busy. Cars parking on pavements all the time. No wonder kids don't cycle to school or through Knutsford anymore	Action 3 recognises the need to improve cycling infrastructure
	This initiative is most helpful for visitors as opposed to residents	The initiative seeks to encourage all users - residents or visitors to explore the town more in a sustainable way
	Need better lighting from the moor up to Mobberley Road. Many people walk the dog wood route but it's not welcoming as poor lighting	The need to consider improved lighting is identified in Action 2
	Needs more programmed use of the moor (with better land drains); subsidised inexpensive electric shuttle bus at weekends running from Knutsford town into Tatton and back;	Details of any potential scheme would need to be worked up with key stakeholders. No specific change to document as it already flags the need for enhanced public transport connections proposals for bus services would be taken forward aligned to the CEC Bus Service Improvement Plan rather than specifically in this document
	Tatton Park are not co-operative and closes Mondays during winter months. National Trust shop in the gatehouse would draw footfall and add profits. Unused green space behind Nat West Bank on King St	Action 2 identifies the need for further engagement with National Trust and Tatton Park to stimulate visitors and spend in the Town Centre and Tatton Park
	People aren't daft - they know where Knutsford's green assets are, or can find them with existing signs which are adequate	Local residents may but visitors and new residents will encouraged to explore more of the Centre through good signage

Priorities Intervention	Consultation Comments	Response
	The walk link between the 4 Moor & Tatten Gate (off Mallard Close) is treacherous. It is unkempt, boggy & unusable during winter months. This needs to be substantially improved to qualify as "connecting green assets!"	P78 how p 78 bullet 2 add at the end prioritise the worst connections initially particularly those that are unusable in the winter months
	Create several pedestrian/cycle priority crossings on Moorside where the existing paths across the Moor reach the road. Extend these up to King Street - flat surfaces to allow buggies to ride easily. This would allow the main paths to flow up to King Street carpark more safely (Malt Street needs work to clear the cars that get parked all day on unowned section)	Details of potential scheme to be worked up with key stakeholders
	Make Mere Road car free and safe	Noted - CEC parking charges are set by CEC but must take into account a wide range of issues alongside supporting town centre vitality
Prioritising more walking and cycling	B5085 is a good option for cycle lanes	Noted. Details of potential scheme to be worked up with key stakeholders
	Connection to Tatton Park and The Moor should be strengthened at Middle Walk. The path from Middle Walk up to Woodlands Crescent should be upgraded, and a Sparrow Crossing provided.	Noted. Details of potential scheme to be worked up with key stakeholders
	Better connections between Tatton Park and The Moor for walking and cycling (Refer to the cycling infrastructure strategy already signed off by Knutsford Town Council)	Add at end of what 2 nd para p82 Knutsford Town Council has recently signed off a cycling infrastructure strategy
	Need cycle space and pedestrian space separate with safe connections to schools, shops, businesses and residences	Details of potential scheme to be worked up with key stakeholders
	Cycle hire partnership between Tatton Park, Town Council and Network Rail	Northern Rail trialled a bike hire scheme at Knutsford with 10 bicycles available but there were never more than 2 hired at any time, so the scheme was withdrawn
	We have an older population who needs transport to get them into town	The TCVP seeks to try to deliver a better balance for all users
	Consider narrowing Canute Place. And Princess Street should also be pedestrianised.	Details of potential scheme to be worked up with key stakeholders
	Walking routes need improving but it is important to not simply put up shared space signs and expect walkers and cyclists to share	TCVP recognises the importance of considering improvements for all users. Future proposals will need to consider the optimum way to support cyclists and pedestrians
	The problem is how unpleasant and dangerous it is to approach Knutsford town centre from virtually any direction on a bike. Unless the plan can address that I don't see anything changing	TCVP seeks to enhance movement across the town for all users - looking at movement of cars, parking and improving routes for cyclists and walking
	The biggest priority however is to improve the behaviour of the cyclists themselves, who think they own the road and the pavement	Noted but outside the control of the TCVP
	Until the volumes of vehicles passing through the town can be reduced cycling cannot be made safer	Agree that is why there are actions proposed for reducing the dominance of cars and better management of car parks as well as proposals to prioritise walking and cycling
Should be a cycle path from new housing such as Redrow into Knutsford	Noted - active travel is established as a key principle in all planning policy. It will be considered in reviewing any development proposal	

Priorities Intervention	Consultation Comments	Response
	Please ensure pedestrians have more priority in Knutsford	TCVP seeks to enhance movement across the town for all users and identifies proposals to enhance the pedestrian experience in key locations across the town in particular on King Street
	Cycle parking needs to be well spread, not just one hub. It should be designed so that it's easy for people to cycle into town for errands Vs driving putting hazards on while parked on the double yellows at Rohan shop. Clear cycle and pedestrian prioritisation is needed at the top of Adams Hill	Principles support in Action 3
Mobilising Knutsford's Business Community	Better communication to businesses on town plans	Action 4 and 6 seek to raise awareness and support better communication between businesses and other stakeholder to support investment in Knutsford
	Creation of a BID needed as no forum for businesses - shame the town council failed to get support for this - there is no forum for businesses in Knutsford	Recommendation of the TCVP - see Action 4
	Knutsford's Business Community is already sufficiently mobilised. Despite the current economic situation, Knutsford businesses are wide-ranging in nature, successful if they are viable, and contribute as necessary to "giving back" to the town - encourage businesses to join current ones who are already involved with the community and local charities	Noted there are some good examples of businesses supporting the Centre however there is scope to enhance this aligned to businesses commitments to social value
	Knutsford business community needs to mobilise itself and not keep looking to Council for ideas and resources	TCVP seeks to support the business community to collaborate more and support Knutsford to thrive
	Need to consider how Parkgate can be maximised without impacting on more large vehicles through Knutsford town centre	Noted - CEC Highways responsible for monitoring traffic movement
	When people see local businesses helping, they are more likely to use them and shop. I am always trying to support local businesses and love going to Knutsford regularly.	Agree - TCVP seeks to encourage residents and businesses to support their local centre
	We have a good proportion of businesses who are already very involved with the community and do an excellent job supporting various local charities etc. Just keep encouraging others to join them	Agree - TCVP seeks to build upon current good work
	Some concern over focus of Knutsford Town Council only focus on town centre retailers. And CEC only interested in residents not businesses and their employees (some who come in from out of town)	TCVP seeks to balance needs of all groups and recommend change which will support the Centre to Thrive for all users
	Outlying business parks often employ people from outside Knutsford or are businesses offering services/products less directly relevant to local people as such Knutsford town centre may not be their top priority for their workforce or customers	Noted but by enhancing Knutsford employees are more likely to visit the centre and ultimately may decide it's a great place to live as well as work
Showcasing Knutsford's Heritage and Tourism Assets	Use of QR codes good so buildings don't need to be kept open for people to learn about	Agree - see Action 5
	Improved access to Tatton Park from Town Centre, Parkgate and along Mobberley Road, potentially through shuttle bus	Key recommendation of the TCVP - see Action 8
	Remember any significant increase in visitors by car or coach will cause congestion on the road infrastructure	Noted but if well managed they will also support the vitality of the Town Centre
	More collaboration with the different heritage groups in the area - it's not just Tatton Park - utilise the cinema and other buildings more for local exhibitions	Importance of working with local groups and volunteers is noted in Action 5 (who)

Priorities Intervention	Consultation Comments	Response
		Add at the end of 3 rd para under how Make more of other assets in the centre such as the cinema to host local exhibitions
	Tourists are important for the survival of many of our businesses. Visitors are often walking around lost and looking for where to head to. Appointing town centre champions is a great idea ... especially on our busy days (Artisan market days, may day etc)	Agree - various recommendations in the TCVP seek to grow the visitor economy in Knutsford
	Heritage and Tourism is too blinkered a starting point and too backwards looking and history focussed. Needs added tiers of arts & culture including engagement and participation. Suggestion is that 60 King Street with set up of a Building Preservation Trust could become the community cultural hub for Knutsford and its shop window literally – (music festival, library festival, live performances, crafts events, dances, weddings)	Noted - as part of working up detailed proposals consideration should be given to the proposals for 60 King Street Shared paper on proposals with Town Council. TCVP supports showcasing heritage assets such as 60 King St already
	Start a Parkrun in Tatton park near the Knutsford entrance so people then go into Knutsford	Add p86 how last set of bullet points ▪ Start a Parkrun in Tatton Park near the Knutsford entrance to raise the profile of both destinations
	Don't devalue heritage with poor quality modern buildings – make more of connections to Elizabeth Gaskell and the unique architecture of Richard Harding Watt. Both are undervalued and under exploited currently in terms of promoting the town as a visitor magnet. It is particularly so in relation to the overseas visitor market. The Heritage Centre which could act as a Heritage and Tourism centre is hidden from view, difficult to locate and too small for what it could offer in terms of exhibition and services. Potential of marketing links between Tatton Park and Heritage Centre, currently unproductive from Tatton, need radical overhaul. Knutsford town fails to benefit fully from the 800K visitors pa.	Heritage including the Heritage Centre is recognised an important asset of the Town and by Action 5 is recommended
	Better planning and advertising of a vibrant events schedule with more events at the Moor	Agree - see Action 6
	Need to have an easier process for closing streets for events e.g. rising bollards	Agree - COVID has demonstrated that temporary options can work
	Continue to drive the F&B Summer Evenings. Got to make it a great destination, currently such a lack of outdoor seating in summer e.g. seating on Regent St referenced	Add to p86 3 rd para How after Chester Consideration should be given to the introduction of more seating at key locations in the town to encourage people to dwell for longer
	Knutsford already has a good reputation among visitors, what lets it down is access, congested streets with parked cars, and generally an unpleasant atmosphere for people to walk around and see what is on offer	TCVP seek to support these challenges to be overcome
Raising Knutsford's Profile	While keen to see the profile raised, I am concerned that there are other improvements (e.g. King Street, pedestrian priority) that should happen first so that the intention of this action (to increase footfall) is drawing visitors to improved facilities	Noted - Action 6 is not a priority action
	Love the QR codes idea. Will get kids involved as everyone now has these phones. Particularly the younger ones coming up and the ones we want to settle and encourage	Agree
	Some concerned that current infrastructure can't handle more visitors	TCVP seeks to ensure that the town works better for all users

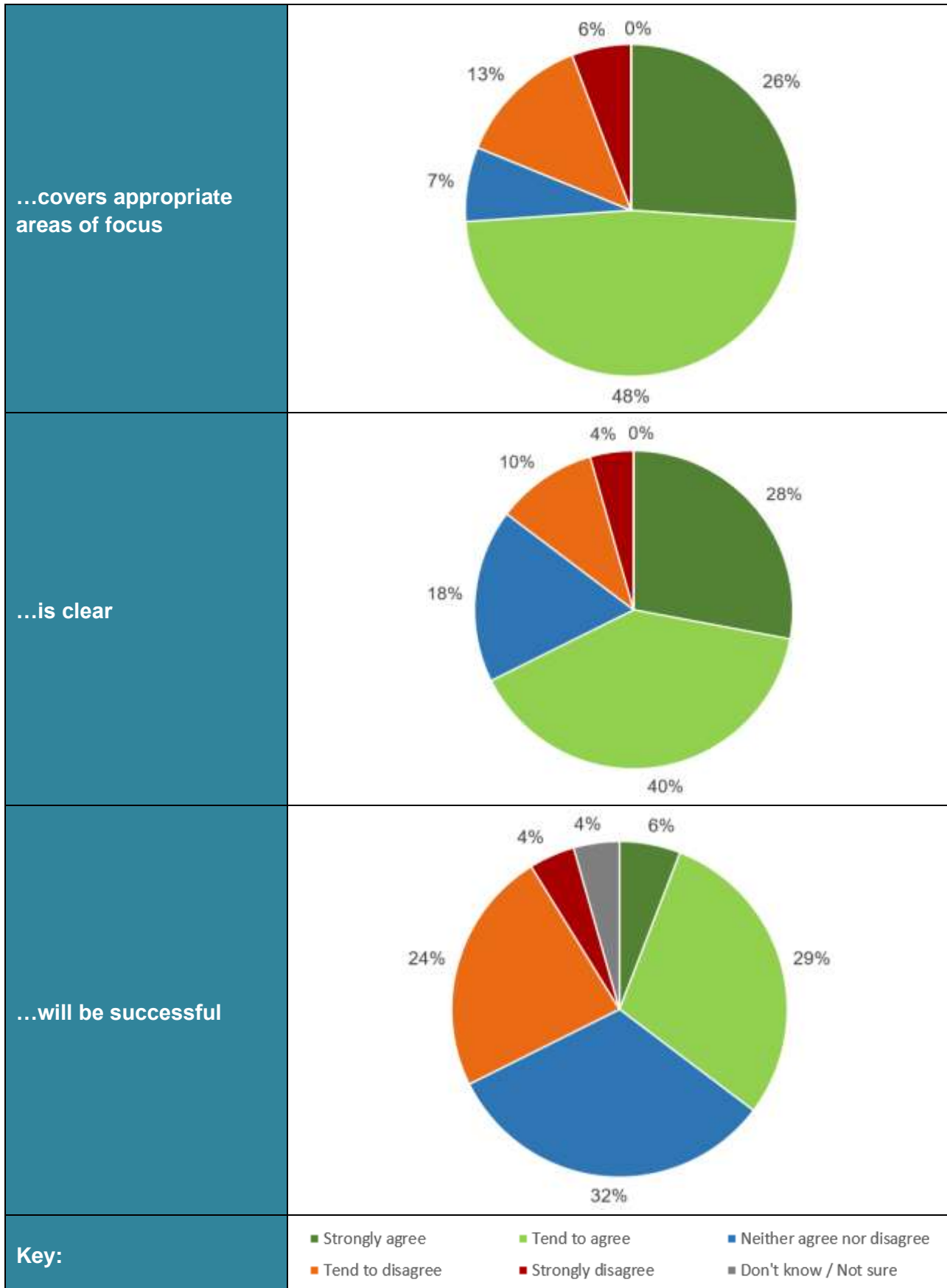
Priorities Intervention	Consultation Comments	Response
	Single starting source of information through one website excellent idea - could also include a section to link to the plethora of Knutsford Facebook pages (Knutsford matters, virtual high street, buy and sell pages etc) – but others of view it wouldn't work	Agree - links to other websites is included in Action 6
Better Management of Car Parking	Mix of messages about enough and not enough parking in the town centre	Further feasibility work will be required to ensure a better balance of car parking across the centre to meet the needs of shoppers who want to pop into one or two shops and those who are visiting or working for longer periods of time
	Reintroduction of former circular bus service or like High Leigh/ Rivington bus. Many responses for this	Noted but delivery of bus services are determined by commercial operators
	Bus services to new housing	Noted but delivery of bus services are determined by commercial operators
	Reduced parking costs at train station	Noted - CEC parking charges are set by CEC but must take into account a wide range of issues alongside supporting town centre vitality or private operators
	Too many large vehicles parking on double yellow lines after 6pm, especially in very narrow road way outside	Noted - but parking enforcement is outside the remit of the TCVP
	New waiting facility at train station	Noted but outside the control of the TCVP
	Park and ride from train station into Town Centre	Park and ride is unlikely to be viable in a small centre such as Knutsford
	Car parking strategy to understand where they are coming from and why not using public transport	Further feasibility work will be required to ensure a better balance of car parking across the centre and how to encourage more visitors to use walk, cycle or use public transport
	Coach parking for visitors	Noted Coach parking needs to be considered as part of a centre wide parking strategy
	Parking is terrible in Knutsford. Making the car parks free for half an hour would also help if this was well monitored.	Action 7 supports the introduction of a car parking strategy that provides a better balance of car parking across Knutsford
	The only on-street car parking that should be available in the shopping centre should be for disabled people. Everyone else should be parking further away and walking, or walking/cycling along the new protected infrastructure you need to build	Action 7 supports the introduction of a car parking strategy that provides a better balance of car parking across Knutsford
	Since Aldi was built, traffic flow through Knutsford has been poor. This needs to be looked at and some new arrangement worked out outside their premises. Perhaps a roundabout	Noted - CEC Highways to consider as part of ongoing monitoring of traffic movement across the Borough
	30 minutes is ridiculous. If what you need to do takes up to or less than 30 mins you move on anyway. An hour isn't long enough to dine, or browse, so that's already ideal for rapid turnover. Disabled spaces seem too few more should be added	Further feasibility work will be required to ensure a better balance of car parking across the centre to meet the needs of shoppers who want to pop into one or two shops and those who are visiting or working for longer periods of time
The main carpark behind King Street is completely in the wrong place. A radical move would be to turn this land into a more useful community space (and maybe selling off some land for controlled development to generate funds) and focus on parking options on the edge of town - so Tatton St as a multistorey is a fantastic initiative.	Noted - King Street car parking is an important car park for users and local businesses and is likely to be more important aligned if proposals for King Street are delivered	
Public Transport Strategy	Improved pedestrian access to train station	Agree - see Action 3
	Quality of train service needs improving but recognition that this is likely out of Council's control. Request to reference need for improved train services	It is but CEC are working with other local authorities to lobby for investment in rail services and infrastructure across the Borough. Add to page As a small

Priorities Intervention	Consultation Comments	Response
		town Knutsford struggles to support a fully integrated and high frequency public transport network. However the railway station is a major asset. There is scope to improve its connections to the Town Centre and overall accessibility and lobby for improved services
	You need to address public transport first or you will simply shut down the town. Our only access to Knutsford after about 4pm is by car or taxi or drive to a train station and then the volume of cancellations mean we aren't using it	TCVP seeks to support improved access across all modes of transport
	Agree with the plan to reduce on-street parking but do not agree with a multistorey car park	Action 4 recommends a targeted car parking strategy for the Centre
	Better quality and more waiting shelters at bus stops	Noted but bus services/stops are outside the remit of the TCVP
	Improvements to public transport, bus and rail, along with better infrastructure for walking and cycling should be used to encourage more people to leave the car at home, or park away from the immediate town centre. Leave central parking for those with mobility issues who have no other option than to drive	Agree as set out within specific actions with the TCVP
	Range of views on appropriate length of stay for on street parking ranging from objection to reducing time to support for reducing time to increase churn	Proposals taken forward would need to be subjected to normal public consultation
	Implementation of co-ordination of the town centre's traffic signals (using ImFlow), Knutsford already having been agreed by Cheshire East Council's Highways Team as a priority in the Borough, second only to Crewe, but requiring budgetary provision. ImFlow reduces traffic congestion typically by up to 25% and the system is installed in many UK towns and cities; a multi-storey car park as suggested, to the highest architectural standard as befitting the existing nature of place of Knutsford and its existing architectural quality (listed buildings and Conservation Areas)	Noted - CEC Highways to consider as part of ongoing monitoring of traffic movement
	a shuttle bus would be fantastic. The community rail partnership with rail operators could also support funding for this. See Rivington bus for example	How p88 add new bullet <ul style="list-style-type: none"> Investigate the potential of improving local provision through local community transport schemes such as Rivington example
	Improving the facilities is all well and good but improved and more frequent services are needed at Knutsford station. The campaign for the link the Crewe should be better publicised	CEC is working with other local authorities to lobby for investment in rail services and infrastructure across the Borough
	In addition, shuttle facilities to stations at Chelford/Wilmslow/Macclesfield/Manchester Airport would greatly improve connectivity in the region	Noted but delivery of bus services are determined by commercial operators
	Sort out the buses! It's already challenging for residents from Over Ward and those with our a car to access the town centre	Noted but delivery of bus services are determined by commercial operators
	The Customer Information System at Knutsford station needs improving. It is vastly inferior to the system installed at stations like Hale, Alderley Edge and Congleton. There is only one single sided display on each platform and these displays only have two lines	Noted but outside the remit of the TCVP
	Success depends on the one thing beyond CEC's control: the quality of the service offered by Northern Rail. Poor service and timetables will stop people using public	It is but CEC is working with other local authorities to lobby for investment in rail services and infrastructure across the Borough

Priorities Intervention	Consultation Comments	Response
	transport to come here in the first place regardless of how good the offer is once they get here	
	Adam's Hill junction is a nightmare for both pedestrians and drivers, this needs sorting out	Noted but changes to junctions required traffic modelling. CEC Highways to note concern
	Disagree connectivity to Manchester is good. The public transport strategy should be looking at moving people out of cars, not just linking the station to the town	TCVP seeks to encourage drivers to consider alternative modes of transport where appropriate
	We need more regular buses, especially to Macclesfield hospital	Noted but delivery of bus services are determined by commercial operators
	The twice hourly trains we've been promised. Bus services that don't run. EV car charging. Start with the basics	CEC is working with other local authorities to lobby for investment in rail services and infrastructure across the Borough
	Multiple for and against a MSCP	As noted feasibility work is being undertaken to assess its benefits, vitality and impacts
	Canute place needs a facelift. The three roundabouts (Northwich road, Canute place and Mobberley road) should welcome people into Knutsford. May Pole and dancers on one, keep the deer for the Canute one, penny farthing in the other	Details of potential schemes to be worked up with key stakeholders
	Reintroduction of lamppost mounted LED speed cameras	CEC highways to consider
Other Comments	Need public toilets	Noted but outside the remit of the TCVP. Scope to encourage local cafes and bars to allow non customers to use their facilities
	Needs electric charging points for cars - minority point	Add under how p87 Aligned to wider proposals to respond to the climate crisis consider scope for introducing more electric charging points across the centre
	There should be consideration of the benefits of utilising empty 'above shop' space for affordable housing to bring more people to live in the centre of Knutsford	Agree – the supporting Toolkit to the TCVP sets out best practice as to how landlords can seek to bring underutilised spaces back into use
	But you need to make the town look better. Get rid of the weeds on the streets, empty the bins, pick up the litter, clean the signs. Fix potholes	Agree – all towns need to focus on getting the basics working well and then can build upon these. The recommendations set out on in the Centre Wide actions (p89-91) seek to support partners to work together to achieve this
	Nothing has been said about improving seating and spaces and filthy bin storage eyesores	The need for improved seating would be looked at in working up detailed schemes. Waste is outside the remit of the TCVP but by bringing partners together it is hoped that concerns such as ingoing waste management and general public realm maintenance will be improved
	There is no mention whatsoever to health and wellbeing development/improvements	P82 add new sentence at the end of para 1 under What This will also support wider objectives to improve the health and wellbeing of the community
	All this is great - but until you help us make the town look better and safer then all will be in vain. It must be the most neglected town in the Borough with the least investment by CEC	Agree – all towns need to focus on getting the basics working well and then can build upon these. The recommendations set out on centre wide actions seek to support partners to work together to achieve this

Priorities Intervention	Consultation Comments	Response
	The TCVP is a good idea but needs strong leadership to implement the proposed actions	Agree the TCVP seeks to support enhanced collaboration between the Town Council, CEC and other stakeholders working to a common vision and town wider objectives
	A properly costed budget with available funding	There is currently no funding pot to deliver the proposals in the TCVP. Rather is has been prepared to support partners to be better able to bid for funding through a variety of funding sources - supported by a strong evidence base.
	Numerous comments on lots of consultation but limited action	The TCVP aims to support partners to prioritise action and to seek funding, as appropriate to support delivery on the ground
	Street lighting is a massive problem in Knutsford, especially in the Longridge and Shaw Heath area.	Noted - improvements to lighting is identified in a number of action in particular Action 2
	Art & culture and creative engagement strategies	P85 What last line after tourism and ,arts and culture
	Pavements in town uneven so many falls of older generation and Knutsford has big percentage of older residents	The issue of maintenance of public realm has been raised in all centres and the need to support improved maintenance is acknowledged on p90 of the TCVP
	Concerns that the infrastructure such as schools, health care and dentistry cannot accommodate further growth in residents. Appropriate for visitors to attract them to areas but resources are already stretched with little funding to support the infrastructure we already have in Knutsford	Noted but outside of the remit of the TCVP - infrastructure requirements associated with new development is determined as part of planning applications
	With over 2000 new homes in the pipeline for Knutsford - need to address infrastructure issues first, as a priority	Noted but outside the remit of the TCVP - infrastructure requirements associated with new development is determined as part of planning applications

5.3 The following diagrams illustrate general feedback in terms of the TCVP:



5.4 The following table summarises additional comments received in respect of the Knutsford TCVP.

Specific Revisions to Knutsford TCVP	Response to the Feedback
It can be stated in the preamble that ensuring Knutsford Town Centre remains a thriving independent destination for visitors and residents alike is a key strategic aim of Knutsford Town Council emerging in its new strategic plan, likewise a second aim is to promote active travel/public transport and reduce the need for use of cars.	Add new para to p69 These actions align with the Town Council’s objective of ensuring Knutsford Town Centre remains a thriving independent destination for visitors and residents alike and the need to promote active travel/public transport and reduce the need for use of cars
The Town Council submitted its From Top to Bottom Street report in 2020. Whilst it is referenced in this document, it is considered that it needs to be referenced more greatly and encourage the implementation of these measures which received public support.	Drawn out more in new text under Action 1
Page 12 - delete “marketing manager” replace with “Town Centre Manager”	Edited
Page 12 - in list of events add “music festival” to the list	Edited
Page 26 - The scale at which the plan looks at deprivation is too high. There is a pocket of local deprivation which is within the 30% most deprived neighbourhoods (dark blue). This should not be overlooked and missed by stating Knutsford as a whole is within the 20% least deprived areas as it is a significant issue.	Add at the end of 1 st para However is should be recognised that there is a pocket of local deprivation which is within the 30% most deprived neighbourhoods (dark blue)
Page 34 - should Knutsford Heritage Centre and the Brook Street Heritage Site be listed under attractions?	Add Knutsford Heritage Centre and the Brook Street Heritage Site under attractions
Page 48 - this misses the privately operated public car parks on Green Street and Northwich Road (behind Oka)	Under table add In addition there are privately operated car parks on Green Street and Northwich Road
Page 49 - there is a pedestrian footway on Church Hill	P49 remove para 1 under active travel line 4 remove with no pedestrian footway
Page 50 - move the first two paras (which includes half a sentence form p49 to p49)	Format p49/50
Page 60 - Delete “currently there is only one active... 2022” this relates to a development outside Knutsford and is incorrect. It is correct to state “There are currently two major residential developments taking place to the North West and North East of Knutsford comprising 190 and 236 homes respectively. A further site for 60 houses in the North West of Knutsford has outline planning permission whilst applications for outline consent for two further developments, 250 at the North West of Knutsford and 225 houses to the East of Knutsford, have been submitted”.	Edited
Page 62 - delete “marketing” from Town Centre Manager. The document rightly highlights that Knutsford has a railway station, but does not refer to the need for improved services. Knutsford Station is one of the busiest stations on the Mid Cheshire Line and a second hourly service in each direction is desperately needed. The Town further suffers from a poor service provider with trains frequently cancelled/delayed.	Edited Add new bullet under p 88 CEC to continue to lobby with other local authorities for improvements to the rail service across in the North.
Page 69 - delete the s from King Street	Edited
Page 70 - second column refers to Handforth and lists three nor two priorities.	Text revised due to outcome of public consultation
The From Top to Bottom Street report proposes to reduce the dominance of cars across the town centre, not solely from King Street. Princess Street, Canute Place and Minshull Street must not be overlooked and should be included within the priority.	P74 under what This action supports the findings of The From Top to Bottom Street report. The report proposes to reduce the dominance of cars across the town centre, not solely from King Street. Whilst the TCVP identifies recommends that the

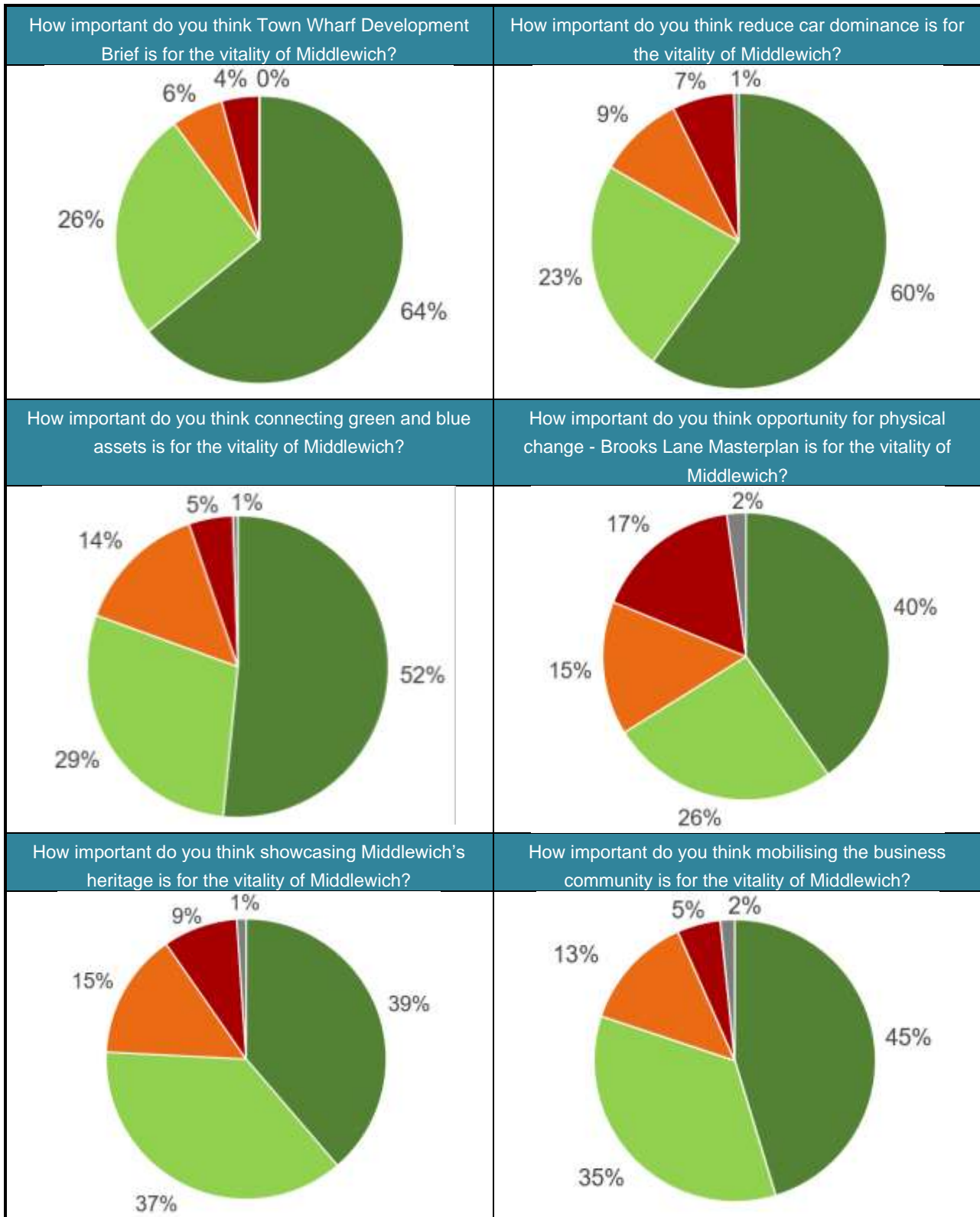
Specific Revisions to Knutsford TCVP	Response to the Feedback
	<p>initial focus should be on Kings Street but reconsiders the need to consider other areas such as Princess Street, Canute Place and Minshull Street</p> <p>The under where add (priority) after first bullet</p> <p>Wider town including Princes Street, Canute Place and Minshull Street</p>
<p>Page 78 - Under "Who" add: Friends of the Heath, Friends of the Moor as well as Tatton Estates (this being the owner of the Heath) and CEC/ANSA (as owners of the Moor).</p> <p>Under "How" add the creation of a cycle path from the Moor to the Dog Wood entrance to Tatton Park. This would create a cycle/pedestrian loop and is an ambition in the Knutsford Cycle Plan.</p>	<p>Edited</p>
<p>Page 82 - under "How" Add reference to implementation of measures identified in the Knutsford Cycle Infrastructure Plan to promote cycling across the whole town to enable residents to be able to cycle to the town centre.</p>	<p>Edited</p>
<p>Page 84 - the first paragraph under "How" is incredibly specific in an otherwise quite broad plan.</p> <p>Under "Who" why is Groundwork with a "?" they are either a who or they are not.</p> <p>It is important to note under this section that the Town Council employs a Town Centre Manager to lead on business engagement and communication and through this we already undertake a number of initiatives such as our Taste Knutsford food tours, operating a local gift voucher scheme and some targeted events to promote local business.</p>	<p>Edit who</p> <p>External support to engage with businesses - Wilmslow have worked with Groundwork</p>
<p>Page 85 - under How, second line typo - assets not assess, and second para - King not Kings.</p> <p>Add reference to the Brook Street Heritage Site and grave of Mrs Gaskell.</p> <p>Add "Tatton Park" to Who.</p> <p>More express comment should be made on the importance of the role of Tatton Park and opportunity for them to direct visitors into Knutsford; the current phrasing of "tap into" suggests the onus is on Knutsford when, as a publicly run asset, Tatton Park should play an active role in looking to see how they can support Knutsford.</p>	<p>Edit typos</p> <p>Considerable potential existing for Tatton Park to encourage more of its visitors to go on to visit Knutsford Town Centre. Improvements to their physical connections would support this</p>
<p>Page 86 - under How, para 2, ditto - refer to how Tatton Park can support Knutsford, not just how Knutsford can tap into Tatton Park.</p> <p>Note that Knutsford has an active volunteer body - the Knutsford Hosts - which could be used to develop a town ambassadors scheme, add to the Who</p>	<p>Edited</p> <p>Add at the end of paragraph 2 Tatton Park should work with CEC and the Town Council to support this</p> <p>Add Knutsford Hosts to who</p>
<p>Page 87 and 88 - add reference to the need to create coach parking at Knutsford Bus Station to promote and enable coach visits to the town. This is under discussion with CEC</p>	<p>Edited</p>
<p>Page 88 - add Mid Cheshire Community Rail Partnership to the Who</p>	<p>Edited</p>
<p>Page 92 - presume NTC should be KTC?</p>	<p>Edited</p>
<p>Page 94 - again King not Kings. Perform a find check to see if there are more instances of this</p>	<p>Edited and do search for others</p>
<p>Page 95 - change Town Clerk to Town Council</p>	<p>Edited</p>
<p>Re: Public transport strategy - I was horrified that on the connectivity page it was glibly stated that there was good rail connectivity to Manchester. This is not the case. The public transport strategy should be looking at moving people out of cars, not just linking the station to the town</p>	<p>P10 line 2 remove with excellent connectivity</p>
<p>I couldn't easily see the timeline. I see initiative No. 5,6,& 7 are ongoing and would be good to see what has been achieved to date. For No.1 Reducing the Dominance of Cars Along Kings Street - I would be really keen to see some urgency on this one. Seeing how we changed the use of King St during lock down shows the art of the possible and how quickly folk can adapt to changes.</p>	<p>P84 Change action 1 to white</p>

5.5 The below provides a summary of the characteristics of those who responded to the consultation.

Individual/member of panel	Individual	46
	Council employee/professional	2
	Other	2
Gender Identity	Male	22
	Female	25
	Prefer not to say	2
Age Group	16-24	2%
	25-34	10%
	35-44	34%
	45-54	22%
	55-64	14%
	65-74	12%
	75-84	4%
	85 and over	0%
Prefer not to say	2%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	88%
	Any other White background	2%
	Mixed: White and Black Caribbean/African/Asian	0%
	Asian/Asian British	2%
	Black African/Caribbean/Black British	0%
	Prefer not to say	2%
	Prefer to self-describe	2%

6.0 Feedback from Middlewich

6.1 192 responses were received in respect of the Middlewich Report. The level of support for the identified priority areas is identified in the charts below:



<p>How important do you think raise the town's profile is for the vitality of Middlewich?</p>	<p>How important do you think improve connections between key destinations and the centre is for the vitality of Middlewich?</p>																								
<table border="1"> <caption>Importance of raising the town's profile</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>60%</td> </tr> <tr> <td>Fairly important</td> <td>24%</td> </tr> <tr> <td>Not very important</td> <td>8%</td> </tr> <tr> <td>Not at all important</td> <td>8%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>1%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	60%	Fairly important	24%	Not very important	8%	Not at all important	8%	Not sure / Don't know	1%	<table border="1"> <caption>Importance of improving connections</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>50%</td> </tr> <tr> <td>Fairly important</td> <td>27%</td> </tr> <tr> <td>Not very important</td> <td>12%</td> </tr> <tr> <td>Not at all important</td> <td>8%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>2%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	50%	Fairly important	27%	Not very important	12%	Not at all important	8%	Not sure / Don't know	2%
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<p>How important do you think deliver a new train station is for the vitality of Middlewich?</p>	<p>Key:</p>																								
<table border="1"> <caption>Importance of delivering a new train station</caption> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very important</td> <td>76%</td> </tr> <tr> <td>Fairly important</td> <td>13%</td> </tr> <tr> <td>Not very important</td> <td>4%</td> </tr> <tr> <td>Not at all important</td> <td>5%</td> </tr> <tr> <td>Not sure / Don't know</td> <td>1%</td> </tr> </tbody> </table>	Importance Level	Percentage	Very important	76%	Fairly important	13%	Not very important	4%	Not at all important	5%	Not sure / Don't know	1%	<ul style="list-style-type: none"> ■ Very important ■ Fairly important ■ Not very important ■ Not at all important ■ Not sure / Don't know 												
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Not at all important	5%																								
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6.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Middlewich is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Town Wharf Development Brief	Should be a priority as an under-utilised asset	Noted - identified as a priority intervention through the public consultation
	Positive feedback about the need for development, particularly to stop vandalism and because site is currently an eyesore at a key gateway to the town	Agreed - P74 What add - The area around Tower Wharf is an underutilised but important and prominent gateway asset linking the town centre to the attractive waterways that surround Middlewich.
	Should be a focal point that raises perceptions, encourages tourism and increases footfall	P74 What add: The future potential of this area should be harnessed to encourage visitors, increase footfall and extend dwell time in Middlewich whilst aiding legibility and enhancing perceptions at this key gateway location.
	Important to create accessible and safe links between the Town Centre and the canal through this area	Agreed - this action references this P74 How 1 st bullet
	Largest suggestion for café/restaurant/bars to attract canal users	Noted - this action suggests this P74 How
	Suggestions of uses including museum, info centre, workshops, shops for canal, event and exhibition space, leisure facilities, public space	P74 How bullets add: - Refurbishment of the existing wharf buildings on the site, which are of local heritage value and could provide space for a café/ bar/restaurant with artisan workshops or museum/exhibition space above, bringing activity and art led culture to the canal side.
	Suggestion of turning into residential unpopular	Noted - residential development not suggested within this action
	Acknowledgement of difficulty due to building being in private ownership so many suggesting CPO needed.	P74 How 3 rd para add: The document will also be used to inform discussions and decision making through the planning process, thus providing an element of control over the future of the site. It's preparation would consider the actions required to implement development and could include options for intervention by CEC and other partners.
	Concern development brief may restrict development	P74 para 3 responds to this. The aim of the Development Brief is not to restrict development but ensure that development is appropriate and maximises the benefits to the town centre in the long term. It seeks to strike a balance between landowner and stakeholder aspirations.
	Concern use of specialist advisors adds extra cost to development	P74 para 4 add: The appointment of specialist advisors who understand the land and property market together with the planning and development process, and are adept at engaging with multiple stakeholders can support this process, helping to deliver a better value development that maximises benefits to the town in the medium to long term.
	Development should be in keeping with heritage of area and ensure preservation of buildings	Preservation of buildings noted on P74 2 nd bullet P74 What add: The future potential of this area should be harnessed and its heritage preserved to encourage visitors...
	Lack of parking may be an issue to address	Noted - parking would be considered when working up detailed proposals
Could set up a community land trust to engage residents and support change in the area	Noted - to be determined locally when working up more detailed proposals	
Reduce Car Dominance	General support for this action and resulting benefits this would bring including reduced pollution, enhanced health and wellbeing	Update text on P78 under What:

Priorities Intervention	Consultation Comments	Response
		Reducing the dominance of cars will create a safer and healthier environment, encouraging visitors to be able to dwell, and enhance the experience of and arrival into the centre, creating a safer and more pleasant place to shop and relax.
	Lots of responses re bypass. For and against if this will reduce car dominance in the Town Centre but majority state it is needed to ease traffic congestion	Noted
	Difficult to deliver due to poor public transport. Need more varied bus service	Agree - public transport is determined by bus and train operators but CEC will continue to lobby for improvements
	Many responded that train station is much needed to support the delivery of this intervention	Message already included in TCVP – see Action 9
	Reduce and enforce speed limits via cameras or calming measures e.g., humps and crossings on residential roads and at pinch points including St Michael's Way and Holmes Chapel Road to improve safety	CEC Highways to note - outside the remit of the TCVP
	Enforce weight limits and/or remove HGVs through the town, particularly Lewin Land and Brooks Lane	CEC Highways to note - outside the remit of the TCVP
	Reconsider traffic light sequencing to ease traffic flows	CEC Highways to note - outside the remit of the TCVP
	Improvement of the Bullring	Noted – picked up through short and medium term actions on P74 and in more detail on P80
	More and safer pedestrian crossings, particularly Town Bridge and Lewin Street	P74 5 th bullet Add: More safe crossings could be added in to assist connections into the town from key assets such as the canal and river network via Lewin Street and new development at Brooks Lane and Midpoint 18. P74 6 th bullet add: Town Bridge junction - Aim to provide safer and better facilities for pedestrians, including safer crossing facility , re-prioritising the capacity released by the Eastern Bypass
	More responses for than against pedestrianizing Wheelock Street, including suggestion of weekend closures to traffic to allow more café spill out space	Noted - to be considered when working up more detailed proposals. P78 1 st bullet: These spaces could provide temporary activities such as seating areas, outdoor dining areas or cycle parking to create activity and reduce the dominance of cars. The local community could be consulted on effectiveness of installations to see if a more permanent solution would be popular, especially along Wheelock Street, where there have been previous reservations around reducing the number of on-street parking bays. Weekend closures to traffic in this location could also be a good way to test the effectiveness of these measures.
	Trees along bus lane for attractiveness and to combat traffic pollution	P78 How add new bullet to end: Consider tree planting along major routes to screen roads, buffer noise and combat traffic pollution but taking care not to endanger safety in terms of visibility
Connecting Green and Blue Assets	Make more of USP of having 3 canals in the town	Noted - This action seeks to enhance the vitality of the town by maximising the opportunities presented by these green and blue assets
	More seating and picnic benches needed along the canal. Many responses for this	P82 How add to bullet:

Priorities Intervention	Consultation Comments	Response
		Enhance existing green areas along the canal corridor to create more destination open spaces with places to dwell through new seating and picnic benches, play spaces, urban gyms and enhanced planting
	General path maintenance, particularly along the canal, including removing overgrown trees and hedges, widening where possible, consideration of uneven surfaces and filling in potholes, ensure well lit and providing bins	P82 How add new third bullet: Ensure paths are safe, well lit and maintained including removing overgrown trees and hedges, ensuring even surfaces, widening where possible and providing bins
	More signage needed directing both pedestrians and canal boaters to the Town Centre and extended connections to Sandbach/Winsford	P82 How new bullet to end: Provide better co-ordinated directional signage between the canal, town centre and other key locations and surrounding assets to ensure locals and visitors can easily navigate between destinations. This could extend beyond the Middlewich to other canal connected towns including Sandbach and Winsford.
	Better relations with the Canal and River Trust would help	P82 How add new bullet to end: Engage with the Canal and River Trust to support implementation of enhancements along the canal.
	Make more of Croxton Park	P82 How add to bullet: Enhance existing green areas along the canal corridor such as Croxton Park to create more destination open spaces with new seating, play spaces, urban gyms and enhanced planting.
	Work with businesses to improve look of buildings along the canal	The aim of the TCVP is to increase the vitality of Middlewich and to encourage footfall and spend in the Centre. This should in turn support owners to invest in their properties
	Consider segregation from pedestrian paths as safety concerns	Noted - All modes of movement and potential conflicts between them to be considered when working up more detailed proposals
	Appropriate policing to reduce anti-social behaviour	Noted - but outside the remit of the TCVP
Brooks Lane Masterplan	Responses for and against masterplan with many feeling no more housing required, or that housing quantum should be smaller and affordable	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications
	Need to provide adequate social infrastructure such as doctors, dentists, schools, leisure facilities including swimming pool alongside the development. Many responses on this	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications
	Concern regarding road infrastructure as there would be an increase in cars, so a new bypass is needed	Noted - CEC Highways to consider as part of ongoing responsibility for town centre movement
	Brooks Lane Bridge to become 2-way	Noted - CEC Highways to consider as part of ongoing responsibility for town centre movement and capacity of the bridge itself
	Train station is a must to reduce use of cars and relieve congestion e.g., Lewis Street. Many responses for this	Message already included in TCVP - see Action 9
	Safer walking/ cycling connections are good ideas and needed to connect to the Town Centre, and wider areas including Midpoint 18	Noted - walking and cycling connections considered within TCVP at Actions 2 and 3

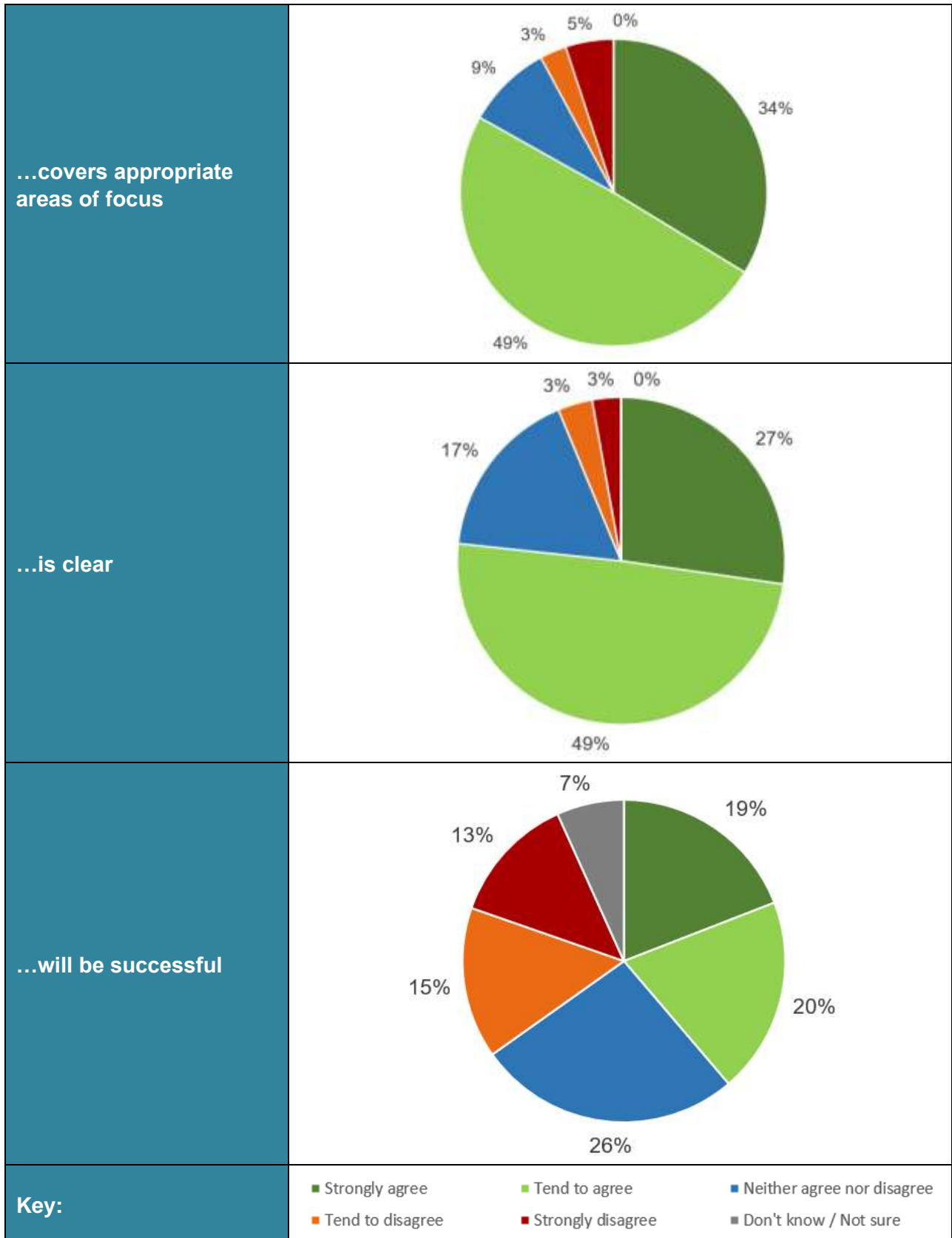
Priorities Intervention	Consultation Comments	Response
	Need to improve Town Centre offering which would lead to more footfall in the Brooks Lane area	The aim of the TCVP is to increase the vitality of Middlewich and to encourage footfall and spend in the Centre
	Marina is needed, particularly to generate growth and drive footfall	The aim of the TCVP is to increase the vitality of Middlewich and to encourage footfall and spend in the Centre. The marina forms part of the SPD identified within this action at P84
	Concern regarding proximity of housing to waste recycling plant and industrial uses	Noted - but outside the remit of TCVP. More detailed design considerations will be considered through the planning process aligned to the Local Plan and SPD for the Brooks Lane area
Showcasing Middlewich's Heritage	Need to address appearance of historic/ listed buildings and encourage owners to maintain, particularly within Conservation Area	The aim of the TCVP is to increase the vitality of Sandbach and to encourage footfall and spend in the Centre. This should in turn support owners to invest in their properties. In the case of heritage assets the TCVP could be used to support funding for bids to Historic England/Heritage Lottery
	Create a well sign-posted heritage trail	Page 85 How para 2 add: Creation of a heritage trail and better signage could also help direct visitors to these assets.
	More heritage themed events needed such as the old historical festival/ Folk&Boat festival but require good financial management	Page 85 How para 5 add: More events focused around heritage such as the Folk&Boat Festival should also be considered with scope to link to showcasing the towns other assets.
	More characterful signage and information boards, maybe using QR codes, to attract users of the canals into town so brine pump, Harbutts Field etc	Page 85 How para 2: Other actions proposed should enhance the setting of the Town's heritage assets and encourage people to dwell more around those at the Bull Ring, Wheelock Street, Harbutts Field and the canal and appreciate them. Better and more characterful signage and information boards could also help direct visitors to these assets and inform them of their significance.
	Promote heritage links with other towns e.g., Winsford/ Northwich	P85 How 5 th para: You have already suggested working with other local towns such as Winsford and Northwich around a series of heritage linked events such as floating markets based upon your linked waterways.
	Encourage occupation of vacant and under-utilised heritage buildings and assets e.g. Harbutts Field and cinema days/nights in Victoria Hall	P85 How add new 3 rd para: Encourage greater utilisation of heritage buildings and assets e.g. Harbutts Field and Victoria hall for events e.g. cinema days/evenings, exhibitions etc.
	Better advertising of local events and initiatives	P85 How para 5 add: More events focused around heritage should also be considered with scope to link to showcasing the towns other assets. Such events and initiatives should be well advertised
	Priority pricing for Middlewich residents to attractions e.g. as has been done in Bath	Noted - beyond the scope of the TCVP but to be considered when working up more detailed proposals
	Reinstate Town Crier	Noted - to be considered when working up more detailed proposals
Mobilising Business Community	Northwich a good example of cleaner streets, outdoor seating, more footfall and a better business community	P86 How para 1 add to end: ...thus supporting footfall and spend. Northwich is a good local example of how a collaborative business community is supporting a more attractive town centre.
	Engage with landlords to update premises and maintain attractive shop fronts	Agree - the overall TCVP seeks to increase vitality in Middlewich which should support landlords to be more willing and able to invest in their properties
	Empty shops used as 'pop-up' shops or for themed window displays or to display local art work e.g. display school children did for the church	Agreed - picked up within this action in How on P86 add to para 5:

Priorities Intervention	Consultation Comments	Response
		In Middlewich, there could be benefits to engaging with the landlords of vacant retail units to discuss opportunities of 'meantime' uses or attractive window displays/hoardings. Other ways to engage local retailers and businesses could be through bringing their involvement into events and initiatives such as extended opening hours for key events or themed window display competitions such as local school children did for Church display or window treasure trails
	Get local businesses to donate to or match fund initiatives that support town centre improvements, local events or charities	Noted - to be considered when working up more detailed proposals
	Creation of a website to showcase businesses	Message already included in TCVP - see Action 7
	Business rate reduction	Noted - beyond the scope of TCVP or CEC. Business Rates are set nationally
	Need to evolve the diversity of businesses and facilities e.g. supermarket, evening economy and F&B, a market	Agreed - but type of businesses which choose to open in a particular location is outside the control of the Town Council and CEC
	Encourage local retailers to hold more experience events	Agreed - included in this action of the TCVP P86
	Local reward cards/ loyalty scheme	Agreed - included in this action of the TCVP P87
	Better communication between businesses	Agreed - included in this action of the TCVP P86
	Schools to be invited into local businesses to see how they work and what they produce	P86 How para 2 add to end: One such scheme to involve local communities could be to invite local schools to visit businesses, see what they do and support local employment opportunities in the future
	Bring back previous events e.g. business carnival where everyone had a float/ treasure trail where an item was placed in every shop window	P86 How para 4 add: Business networking could also identify "themes" where businesses can drive opportunities forward for example retailer and F&B hosting a fashion show or beauty event. This should not just be focused on retailers but should also target businesses in the surrounding employment areas. An example of this was the former business carnival where organisations had a float. It could also generate opportunities for B2B referrals.
Raisings the Town's Profile	Improvements to website, to be made more interactive and kept up to date	P88 How 2 nd para: As a first step a revamped or new website for Middlewich, that is kept up to date , should provide a single point for information that is relevant to existing and new residents;
	Extend reach online and social media e.g. Facebook to better promote Middlewich	P88 how. Add new bullet: Promotion of Middlewich via dedicated social media channels e.g. Facebook
	Utilise the free monthly 'Go Local' magazine to promote the town and events	P89 add to bullet: Promotion through positive PR, good news stories and the free monthly 'Go Local' magazine
	Collaborate with surrounding towns for events with suggestion of libraries to connect each town	P89 add to bullet: Engage with other similar market towns and see if there is scope to showcase each other's assets and/or events to broaden the appeal of the town to attract new visitors e.g. Leek, Buxton etc.
	A 'What's On' display at the library	P89 add to bullet: Wider promotion of the Town's established programme of popular events – a wider

Priorities Intervention	Consultation Comments	Response
		promotion of your “what’s on” in Middlewich page. A “What’s On” display in the library could also promote events for those less digitally connected
	Events such as Folk&Boat festival to be brought back and artisan Sunday market	Message already included in TCVP – see Action 5
	More funding and joined up thinking between voluntary groups and local businesses	Noted – to be considered when working up more detailed proposals
	Better signage of history, buildings, canal, more in-keeping with the heritage of the town	Message already included in TCVP – see Action 5
Improve connections between key destinations and the centre	Quality of roads and pavements needs improving, making more even and widening where possible to make safer, particularly for wheelchair users and those with prams. Areas mentioned include from Cow Estate and Holmes Chapel Road, Lock and Kings Lock	P90 add third bullet to How: Ensure roads, foot and cycle paths are safe and well maintained including smooth surfaces and widening where possible, in particular around Cow Lane Estate and Holmes Chapel Road, Lock and Kings Lock
	More footpaths connecting residential estates	Agreed – included in this action of the TCVP P90
	Safer designated cycling lanes and routes, particularly with connections to Sandbach and Holmes Chapel e.g. Nantwich on the A530	P90 How add to bullets: - Explore feasibility of a Middlewich to Holmes Chapel and Sandbach cycle route. - Support the introduction of high-quality designated safe cycling routes throughout the town, as identified by the Local Transport Development Plan (LTDP).
	More public transport including a train station	Message already included in TCVP – see Action 9
	A more reliable and affordable bus service	Noted – public transport is determined by bus and operators but CEC will continue to lobby for improvements
	Improved crossings around the Town Centre	Message already included in TCVP – see Action 2
	Better signage	Agreed – included in this action of the TCVP P90
	Schools to encourage walking/ car share schemes	P90 add How bullet to end: Consideration could also be given to establishing a Middlewich Car Share Community
Deliver a New Train Station	Majority of responses stated a new train station as a high priority	Noted – and identified as a priority action through public consultation
	Would decrease road usage by commuters and therefore congestion, car dominance and pollution	Message already included in TCVP – see Action 2
	Will bring in visitors to the town and drive footfall for events	P91 What add: This both limits growth and regeneration in Middlewich, and the opportunities for both footfall through visitors to the town and for residents...
	Will reduce isolation for no-drivers and attract young professionals and help young people have independence and visit education facilities, local cinemas, leisure attractions etc	P91 What add: This both limits growth and regeneration in Middlewich, and the opportunities that residents who do not drive (including young people) have access to elsewhere including employment, education and leisure attractions.
	Must ensure the line goes to useful destinations e.g., Liverpool, Manchester, Crewe	P91 How add: This would connect locally to Crewe, Sandbach and Northwich, with wider connections to Manchester and Liverpool beyond via changes at Crewe
	Would require adequate car parking provision	Noted – to be considered as part of any detailed proposals

Priorities Intervention	Consultation Comments	Response
	Would need integrated bus service	Agree – public transport is determined by bus and train operators but CEC will lobby for integration
Other Comments	Development of the 'Jack's' site	The development of the Jacks will be undertaken by the private sector. The TCVP seeks to raise the vitality of Middlewich to support the private sector to invest.
	Accessible public toilets in the Town Centre	Noted – to be considered through more detailed proposals
	There is a lot of cynicism regarding the delivery of change in Middlewich	The aim of the TCVP is to increase the vitality of Middlewich, encourage footfall and spend in the Centre and delivery positive change. However, it is recognised that there is no budget to support the actions and local cynicism is therefore understood.
	Sutton Lane developed into a functioning leisure centre, with lots of mention over the 'promised' swimming pool	Noted - but outside of the remit of TCVP
Please note that all comments received for Middlewich have been covered in the above Table		

6.3 The following diagrams illustrate general feedback in terms of the TCVP:

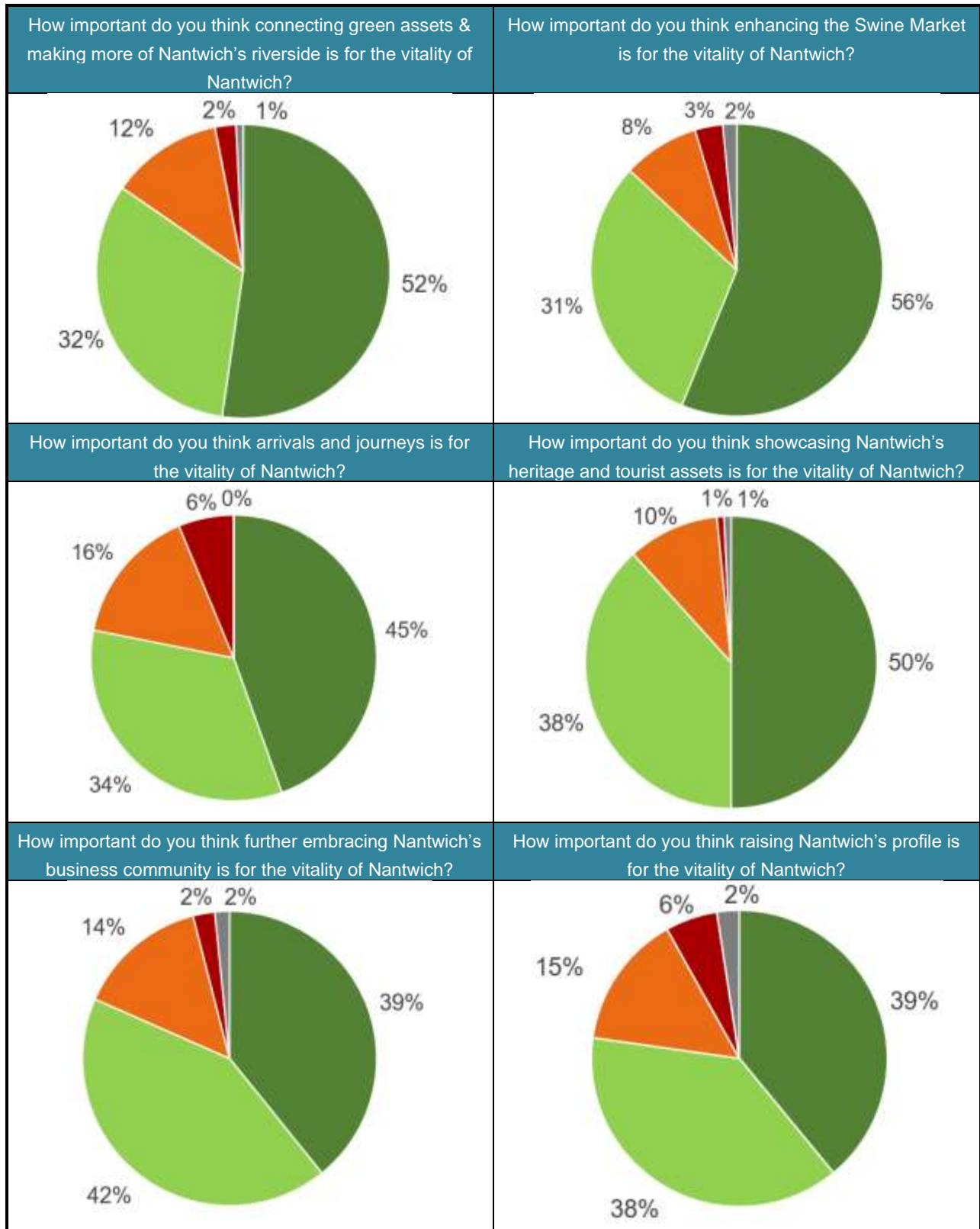


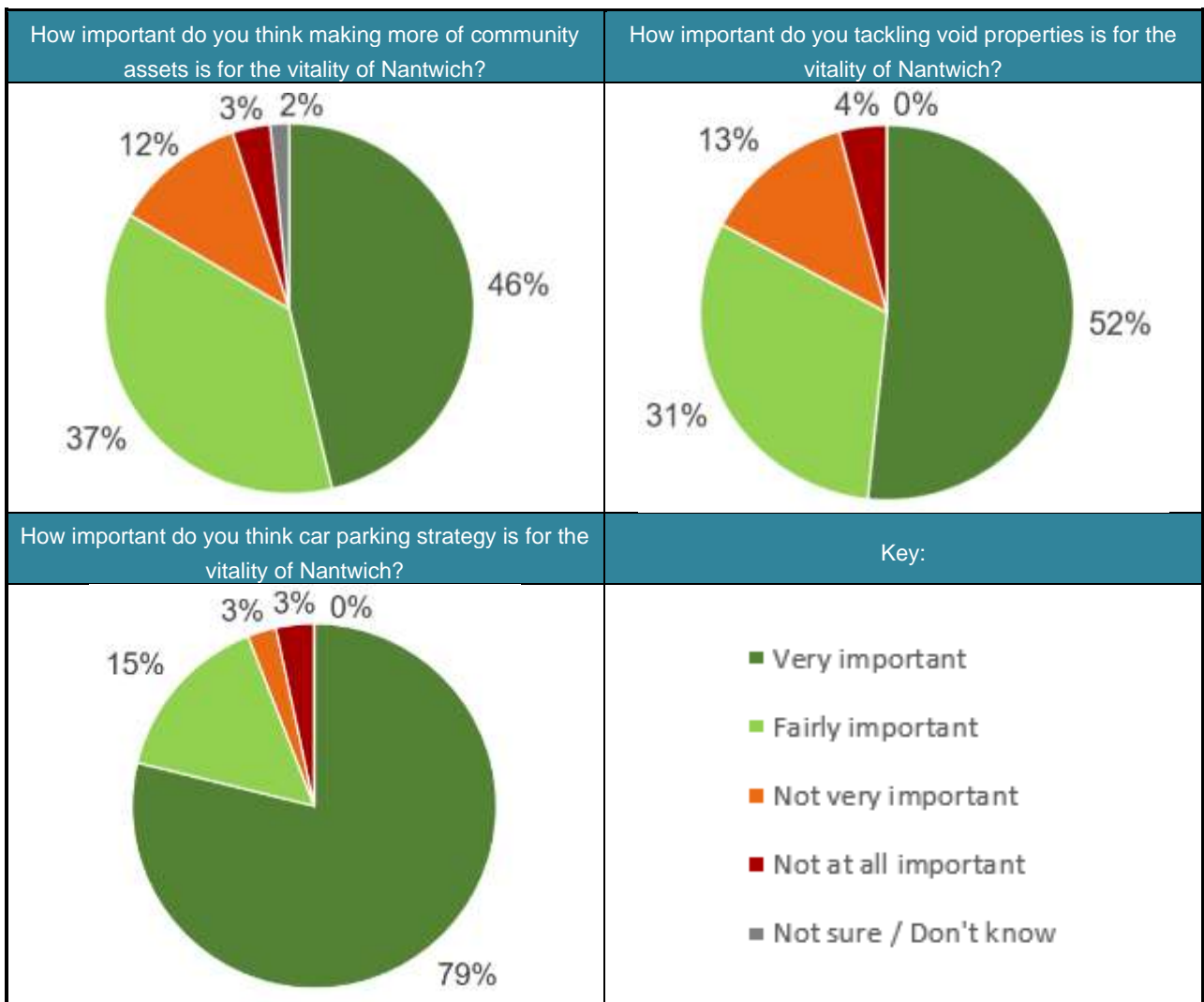
6.4 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	168
	Local business	2
	Council employee/professional	1
	Other	4
Gender Identity	Male	57
	Female	111
	Prefer not to say	6
Age Group	16-24	0%
	25-34	9%
	35-44	22%
	45-54	23%
	55-64	25%
	65-74	13%
	75-84	5%
	85 and over	0%
Prefer not to say	4%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	92%
	Any other White background	1%
	Mixed: White and Black Caribbean/African/Asian	0%
	Asian/Asian British	1%
	Black African/Caribbean/Black British	0%
	Prefer not to say	6%
	Prefer to self-describe	1%

7.0 Feedback from Nantwich

7.1 130 responses were received in respect of the Nantwich Report. The level of support for the identified priority areas is identified in the charts below:





7.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Nantwich is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Connecting Green Assets	Tidy up green spaces and area along the River and lakeside mentioned by many with ideas including weeding, planting trees, wild flowers, better pathways and surfacing, removing graffiti, bin provision and emptying, controlling anti-social behaviour	P72 add new bullet to How: Ensure green routes are safe and well maintained including removing overgrown trees and hedges, ensuring even surfaces, removing graffiti, adequate bin provision and lighting
	Improvements needed to connect Nantwich Town Centre to Reaseheath, the waterways and the Greenway	P72 How 1st bullet – separate out the two sentences and update 1 st : Creating a co-ordinated network of improved walking and cycling links that sustainably connect planned new development and the Town Centre with the riverside and other green assets
	Make better use of vital green spaces including at Barony Park, Queens Drive and the walled garden - enhance, protect and help Nantwich Walled Garden Society obtain ownership	P72 How 1 st bullet – separate out the two sentences and update 2 nd : Lots of community interest in the potential to enhance the landscape attractiveness/ wildlife value of Brookfield Park and other vital green spaces such as Barony Park, Queens Drive and Nantwich Walled Garden. P73 Where Add : Brookfield Park, Barony Park and Nantwich Walled Garden
	Better signage towards pathways and green assets	P72 How add to bullet: Improved entrance points, signage, crossing points and lighting to encourage more trips into the riverside, pathways and green assets
	Create places to dwell along the river e.g. picnic areas, children’s play areas	P72 How add to bullet: Creating a variety of landscape types to help diversify the offer of the corridor park ranging from urban food grow spaces, wildflowers, adventure play spaces, dwell spaces with benches and picnic areas , quiet spaces
	Encourage biodiversity	Already stated in TCVP at P72
	Green spaces are well used locally and don’t need to be linked	Noted
	Will require multi-party engagement – Council, C&RT, Prince Albert Angling Society etc.	P73 Who add: Local community/ voluntary groups e.g. local angling societies and Nantwich Walled Garden Society
Local Green Gap is designated in the Acton, Edleston and Henhull Parish Plan and should be identified in the TCVP	Noted – to be considered as part of more detailed proposals	
Enhancing the Swine Market	The majority of people agree that Swine Market needs an update since it is a centrepiece and key entrance into the town	Agreed – this action seeks to address this and is identified as a priority intervention through the public consultation
	Improve the mix of shops in this area which currently includes a lot of fast food, hairdressers and charity shops	Noted – beyond the scope of the TCVP and the type of businesses which choose to open in a particular location is outside the control of the Town Council and CEC
	Shopkeepers should be coveted to ensure shopfronts and signage are attractive	Agree – picked up in TCVP at P76. The overall TCVP seeks to increase vitality in Nantwich which should support landlords to be more willing and able to invest in their properties

Priorities Intervention	Consultation Comments	Response
	Some questioned the shutter art programme as not many shops have shutters	Noted – to be considered as part of more detailed proposals
	New public realm now highlights poorer surrounding areas including dated 1960/70s buildings which need a facelift	Noted – picked up within TCVP at P76
	Redevelop the area and start again mentioned a few times	Noted – picked up in TCVP at P76 through potential redevelopment and to be considered as part of more detailed proposals
	Consider pedestrianisation of this area or reduced traffic including via removal of the island was mentioned numerous times although some felt this would reduce footfall	Noted – pedestrianisation to be considered as part of more detailed proposals P76 How last para edit: ... improved pedestrian crossings, increased pedestrian space, potentially through the removal of the island , and a...
	Make use of empty buildings	Message already included within the TCVP within this action at P76 and specifically within Action 8
	Creating more of a café culture with outdoor seating suggested by a few but others felt this would not work with volume of traffic	Noted – to be considered as part of more detailed proposals
	Concerns over safety in this area in the evenings	Noted – to be considered as part of more detailed proposals
Arrivals and Journeys	The station should be considered as a key gateway and a visual welcome for people arriving by train. Station environs, entrance and bridge in a poor state of repair	Agreed – update P80 Action 1 under What: Nantwich Station is also a key primary gateway into the town for those arriving by train. P81 Where – add the station to the primary gateways Noted – but the station is beyond the remit of the TCVP as Network Rail control
	Station is underutilised as infrequent train services and limited destinations	Noted – it must be acknowledged that public transport is outside the control of CEC but they should use the feedback from the TCVPs to lobby for improvements as part of wider engagement with providers
	Support and progress proposals for walking and cycling in the Local Transport Delivery Plan and Neighbourhood Plan	Already stated in the TCVP
	There are too many cars on the road	The TCVP seeks to reduce car dominance at P80
	Enhance the greenery, particularly from the bus station	P80 How edit: improving the visual quality of pedestrian links from main arrival points including the train and bus stations and main car parks. ...car parklets', business spill out space, additional greening and planters with seating, improved materials and lighting.
	Welsh Row is a vibrant area but cut off from the town	P80 How edit bullet: Welsh Row is of major local historic and civic importance, as well as being a vibrant hub for local businesses. However, the area currently feels cut off from the town and the quality of the street should be improved , with the intention of creating clearer connections and a better balance between the needs of vehicles and pedestrians.
	Pillory St and Hospital St must be made more pedestrian friendly. Suggestions include raised surfaces to prioritise pedestrians, pedestrianisation, wider pavements but noted service vehicles still require access	P80 How: Pillory St and Hospital St are both narrow streets where the highway dominates and the footways are often in poor condition. They are in need of upgrades to the public realm to better support businesses, accessibility and create a safer pedestrian environment. Consideration should also be given to the options for giving pedestrians priority over cars in this area, including wider pavements

Priorities Intervention	Consultation Comments	Response
	General foot and cycle path maintenance including removing overgrown trees and hedges, widening where possible, consideration of uneven surfaces and filling in potholes, ensure well lit	P80 add new para after pedestrian links in How: Ensure foot and cycle paths are safe and well maintained including removing overgrown trees and hedges, ensuring even surfaces and are well lit
	Some questioned the value of sculptures	Noted
	More parking needed mentioned numerous times	The message is considered within Action 9 of the TCVP
	Improved signage to car parks and key destinations required	Agreed – this is picked up within the TCVP at P80
	Introduce 20mph speed limit across the town centre	Noted – CEC Highways control road safety. To be considered as part of more detailed proposals
	Support for enhancement of gateways – suggestion to include footpath from Snow Hill Car Park to Beam St, routes from Civic Centre car park and bus station arrival point	P80 add text to bullets under 'Where' as follows: Primary Gateways – Waterlode, Welsh Row, Beam Street / Coronation Gardens, Water Lode / Pillory Street and bus station Pedestrian Links – Civic Hall Car Park, Monks Lane, Hospital Street, Pillory Street., Mill Street, Wall Lane, Oat Market, Snow Hill Car Park link to Beam St and Welsh Row
	Improving the journey across Waterlode is important .	Agreed- Waterlode is identified as a primary gateway on p81 and as an important link to green spaces on the page on page 74 .
Showcasing Nantwich's Heritage and Tourist Assets	Tourist information centre should be open on Saturdays and utilised more with a proper reception and visitor centre built for incoming tourists	P84 How last para: The tourist information office would benefit from being more prominent/higher profile with extended opening hours to encourage greater utilisation. More could also be made of the Hack Green Secret Nuclear Bunker located south of Nantwich.
	Not just heritage assets – leisure and tourism	P85 where: Across Nantwich Town Centre with wider links to nearby relevant heritage, leisure and tourism assets of interest
	Need and events and marketing manager	Noted - to be considered as part of more detailed proposals
	Need a programme of events including building on existing ones	P84 How 3 rd para: As well as heritage events, there is also an opportunity for more targeted thematic events e.g. cultural and food, building upon those that are already established such as the Jazz and Blues, Words and Music Festivals. These can be used to help position the town and assist promotion and profiling.
	Posters on notice boards as well as QR codes to appeal to both older and younger generations	Message already included within the TCVP – see P84
	Concerns over how busy the town gets during events	Noted - to be considered as part of more detailed proposals
	Historical frontages such as Tudor buildings should conform to compulsory standards and be well maintained	Noted - but CEC do not have powers to enforce
	Make more of the brine pool	Mentioned in What at P84
	Infrastructure improvements to accommodate increases in population/ tourist numbers	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications
Further Embracing Nantwich's Business Community	More diversity in the business types is needed	Agree but type of businesses which choose to open in a particular location is outside the control of the Town Council and CEC. The TCVP seeks to enhance vitality within the town centre which in turn will help to attract a greater variety of businesses.

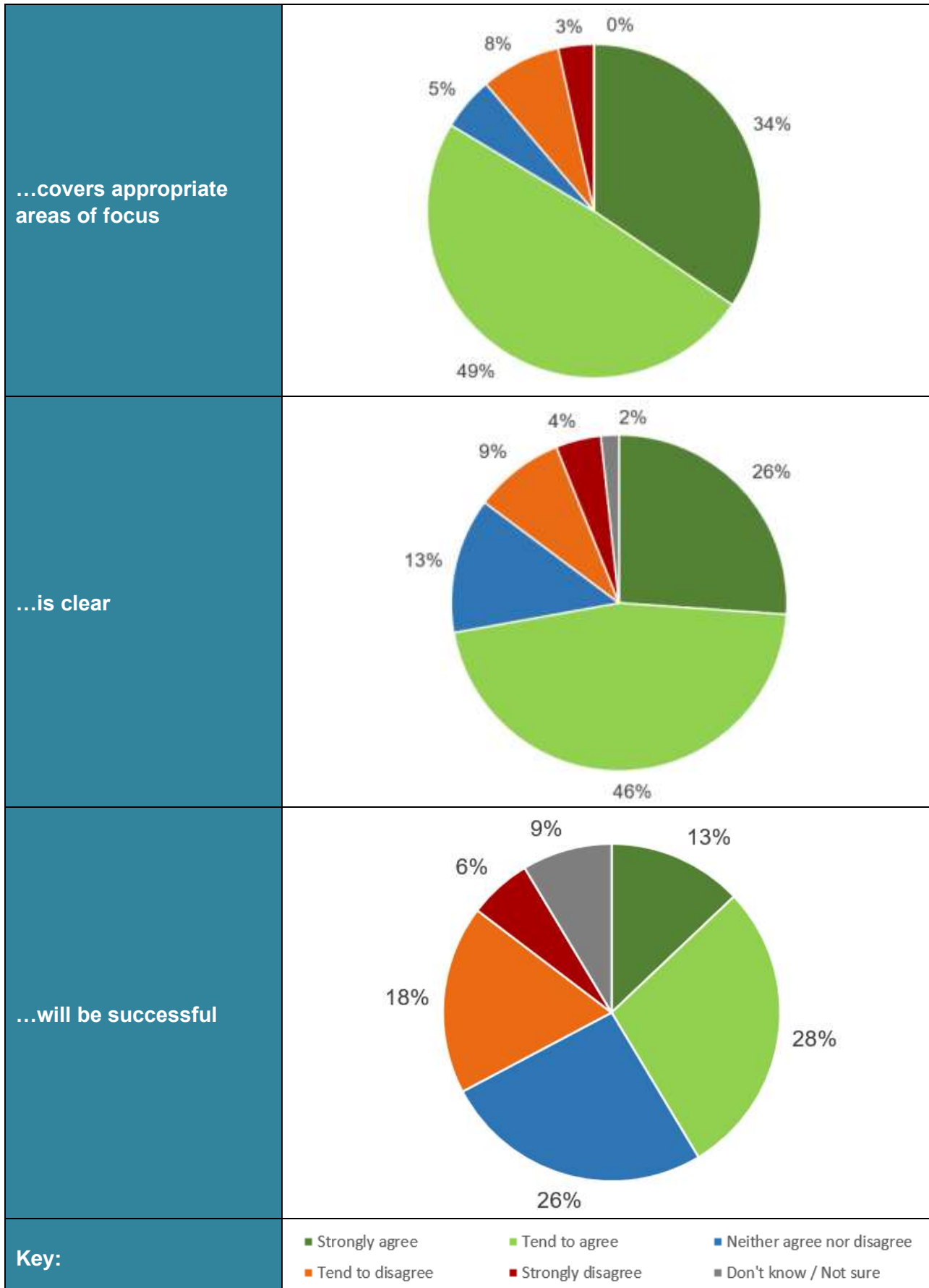
Priorities Intervention	Consultation Comments	Response
	Create more incentives to start new businesses	Noted but outside the remit of the TCVP
	Support existing independent businesses was a frequent response	This action seeks to achieve this
	Link with a wider pool of younger people, not just Reaseheath e.g. 6 th form colleges, junior markets	P86 How 2 nd paragraph: after Reaseheath college and other local colleges and schools... Then add new sentence: Other initiatives to engage young people and encourage entrepreneurialism could be a junior market which is proving successful in Stockport.
	Introduction of loyalty scheme	Message already included within the TCVP within this action. See P86
	Encourage businesses to volunteer	P86 How 5 th para add: Many businesses, particularly larger ones, are being encouraged to support their local communities for example through involvement with voluntary or community groups.
	Using social media to promote and highlight local businesses	Noted and add into Action 6, additional bullet point in How section: More use of social media to promote and highlight local businesses
	More overnight accommodation for tourists	Noted but beyond the scope of TCVP - the private sector will develop new hotels if they assesses there to be demand for them
Raising Nantwich's Profile	Website for both tourists use and resident's information	P87 How add at the end of 2 nd paragraph after cycle routes etc... which would be useful to both tourists and local residents.
	Involve local community in any branding exercise – Crewe did not and is poorer as a result	P87 How add: Consideration could be given, as has just been done in Wilmslow, to working with a local marketing company to develop a brand linked to the town's website and other media channels - https://wilmslowswaybetter.co.uk/ - the local community should be engaged to assist with this process to engender civic pride.
	Introduction of Town Ambassadors	Message already included within this action of the TCVP at P87
	Need to get Nantwich featured in Cheshire Life and other high profile publications	P87 How add new 1 st bullet: Promotion of Nantwich through positive PR and good news stories e.g. feature in Cheshire Life
	More publicity is required around events e.g. food festival	P87 How 4 th bullet: Enhanced programme of events and raise awareness of businesses. Such events and initiatives should be well advertised via a variety of methods.
	Other towns are promoted on rail lines e.g. Mid-Cheshire line ran by Northern advertise Altrincham and Chester	P87 How add bullet: Consider collaboration with local rail operator Transport for Wales to promote Nantwich and other Cheshire towns on the local line.
	House builders to provide 'welcome to Nantwich' booklets containing local information	Noted - to be considered in working up any future detailed proposals
	Need USP's to attract tourists e.g. original birthplace of Shakespeare	Noted – This action seeks to enhance the vitality of the town by maximising the opportunities presented by its USPs to raise the profile of Nantwich
Making More of Community Assets	A large number of comments regarding the need for public toilets. Proposed Snow Hill location considered suitable.	Noted – message picked up in TCVP within this action on P88

Priorities Intervention	Consultation Comments	Response
	Extension of the underutilised and tired looking Civic Hall considered be a great improvement by most but some questioned benefit. Replacement rather than extension was also suggested.	Noted
	More parking required to support an extension of the Civic Hall, particularly if extend onto existing car park. Many responses to this.	Noted - to be considered in working up any future detailed proposals Parking strategy is includes within the TCVP at Action 9
	Uses within these assets should be focused on the local community – families and elderly rather than private enterprise	Noted – P88 What 2 nd para add: Consideration should be given as to how Nantwich’s assets could be further utilised to attract footfall into the Centre and serve the needs of the local community including families, young people and the elderly.
	An expansion of the Civic Hall could include an enlargement of the Library	Noted - to be considered in working up any future detailed proposals
	Increasing the income of community assets to support the wider town is desirable	Noted
	Civic Hall needs larger fire doors to allow increased capacity of events	Noted - to be considered in working up any future detailed proposals
	Consideration of community assets should go broader than CEC and Town Council – consider churches and community based organisations and assets	P88 How add new para to end: Consideration should also be given to engaging and collaborating with the wider community assets across Nantwich including local churches and community based organisations.
Tackling Void Properties	Murals/ vinyl wrappers on empty shops to improve look e.g. of places of interest in town, iconic buildings. Local schools could be involved	Message already included within the TCVP within this action at P89. Add to How 4 th para: Other short term solutions which brighten up vacant shop-fronts include vinyl “wrappers” promoting the town and its businesses e.g. places of interest or iconic buildings or using vacant shop-windows to showcase products of existing businesses or online stores. Local schools could be encouraged to create window displays.
	Co-working, pop up or community space in empty shops as temporary use	Message already included within the TCVP – see P89 Meanwhile uses (until development can happen) such as pop up stores, activities or community use can support footfall and allow potential occupiers to test the local area.
	Landlords/owners of vacant properties to stay on top of upkeep	Noted - but CEC do not have powers to enforce unless the building is dangerous or sufficiently bad to invoke S215 maintenance notices
	Long standing voids to be converted into residential	Message already included within the TCVP – see P89 add to How para 3: Residential is also another option to be considered, particularly for longer standing voids and for smaller units on the edges of the town or above shops.
	Reduce business rates and rents to encourage businesses	Noted but outside of the remit of TCVP as business rates are set nationally and private landlords set rental levels.
Car Parking Strategy	Many would like to see more free or reduced cost parking generally or at certain times of day, Sundays or for first 30 minutes	Noted – but beyond the remit of TCVP as pricing of car parking is determined by CEC Highways
	Some strong views around insufficient parking being available Lack of parking provision perceived to be putting shoppers and visitors off. Situation considered to have worsened given volume of new housing surrounding town.	Noted – amend bullet on p90 to make position clearer “ <i>Consider recommendations made by CEC Parking Strategy.</i> ” To become... Revisit parking strategy for Nantwich town centre taking into account the recommendations of this TCVP and views received in consultation

Priorities Intervention	Consultation Comments	Response
		P90 How add new bullet: Ensure car parking locations are well signposted throughout the town centre
	Some have stated there is enough parking and would like to see it reduced	Noted - to be considered in working up any future more detailed proposals around parking requirements
	Increase in disabled parking provision e.g. make Church Lane Car Park exclusive for Blue Badge holders to compensate for the loss of on-street spaces	Noted - to be considered in working up any future more detailed proposals around parking requirements
	Introduce more electric charging points	P90 How add bullet to end: Consider introduction of more electric charging points linked to car parking within the town centre
	Improve ease of parking e.g. card payment machines	Noted - to be considered in working up any future more detailed proposals around parking requirements
	Introduce resident only parking in some areas	Noted - to be considered in working up any future more detailed proposals around parking requirements
	Reduce car parking time to 15-30 minutes, whilst others suggested a minimum of an hour was required to support town centre activities	Consideration of parking time limitations already included within this action of the TCVP at P90. More detailed requirements would be worked up through the recommended car parking strategy.
	Introduce a park and ride facility or MSCP for more parking provision	Noted - to be considered in working up any future more detailed proposals around parking requirements through a car parking strategy
	More car parking provision at train station	P90 What first para add: Better balancing short-stay high turnover parking (which supports retail/leisure) with longer-stay worker parking such as at the train station will be important.
	Suggestion for additional provision includes using the cleared Gas Works site for parking in the interim, the Love Lane Car Park through reconfiguration of spaces, the train station, Snow Hill and Barony Park	Noted - to be considered in working up any future more detailed proposals around parking Requirement for pick up locations to be included in within How text?
	On street parking make it difficult for pedestrians and spoil the look of the area	P90 What 2 nd para: Considerations should be given to limiting on street parking to loading or very short stay (30 min). The reduction of on street parking will enhance the look of Nantwich and improve safety for pedestrians.
	Need to better enforce parking restrictions	P90 How add new bullet: Ensure parking restrictions and conditions are enforced across the town centre
	Need to consider parking strategy during larger events	Noted - to be considered in working up any future more detailed proposals around parking requirements through a car parking strategy
Other Comments	Infrastructure improvements to support increase in population – health, education etc	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications

Priorities Intervention	Consultation Comments	Response
	Many detailed constructive suggestions made by Nantwich Civic Society with regard to all priority actions	Value is likely to be added to any proposals by inclusion of Civic Society rep in any discussions on specific proposals taken forward especially any impact on the character of the Centre and setting of heritage assets
	There is a need to manage expectations around funding	The TCVP makes clear at P6 that there is not a pot of money available to support the delivery of the Vitality Plan. Rather the Vitality Plan has been prepared as a resource to support accessing funding.
	There is a lot of cynicism regarding the delivery of change in Nantwich	The aim of the TCVP is to increase the vitality of Nantwich, encourage footfall and spend in the Centre and delivery positive change. However, it is recognised that there is no budget to support the actions and local cynicism is therefore understood.
	Nantwich Town Council would like to invite CEC officers to a tour of the town	A tour of the town with CEC officers and Nantwich Town Council is welcomed and now being arranged
	Not enough to address walking, cycling and public transport	The need to enhance walking and cycling is picked up in the TCVP under Actions 1, 3 and 9. Public transport operators control bus and train services and are therefore beyond the scope of the TCVP although CEC will continue to lobby for public transport improvements.
	The TCVP is short of a vision	The vision and objectives for Nantwich are set out within the Neighbourhood Plan and included within the TCVP at P9
	Very long document with a lot of jargon and poor grammar	The TCVP is deliberately detailed to provide a robust assessment of the needs and opportunities of the town. A glossary is provided at the end of the report which will be proof read before issuing.
	Need a coherent place making strategy and cultural engagement plan	Noted – to be considered through more detailed proposals
	No mention of disabled access or inclusivity. Nothing to tackle loneliness or mental health	The TCVPs aim to be inclusive for all however mental health is beyond the remit of the TCVPs
	Nothing on climate change or sustainability	Sustainability is a central theme of the TCVP see p93

7.3 The following diagrams illustrate general feedback in terms of the TCVP:



7.4 The following table summarises additional comments received in respect of the Nantwich TCVP.

Specific Revisions to Nantwich TCVP	Response to the Feedback
<p>On a practical note, we found the format difficult to read through. We would have been able to read a paper document more effectively. The wide format on a screen is hard to scroll through, up and down, without losing your place.</p> <p>Also, the use of coloured texts on coloured backgrounds has, to be candid, reduced our ability to really understand everything in it.</p>	<p>Final Report will be available to view as an electronic and print version</p>
<p>Update: After over five years of lobbying CEC, we have seen Beam Street and Swine Market have resurfaced pathways over the late summer 2022. This could not be mentioned in the Study, as the surfacing has taken place since you prepared it.</p>	<p>Noted</p>
<p>“The Old Biot” - a constantly running brine spring, feeding the outdoor Brine Pool across Waterlode. (The study calls it a Lido - perhaps an aspiration but not the current reality. It is a rare feature that is not exploited enough by the pool operators.)</p>	<p>Replace Lido with Pool throughout document - P73 and P76</p>
<p>Since this report’s publication, events have caught up with us. Barclays Bank has closed and adjoining it on Church Yard Side, Bratts, the only department ladies clothing store left, will close next month. Some other vacancies have arisen too with several not reused for months.</p>	<p>P36 Remove the dots from the photos and edit the box Update 2022: Since the site visit in 2020 some of the units that were vacant have now been occupied, for example the former Laura Ashley store. Likewise, some other units have become vacant such as the Barclays Bank and Bratts on Church Yard Side.</p>
<p>Page 10, para 2 - Nantwich Town Centre is based on the Market Square (which is not mentioned)</p>	<p>P10 para 2 - Nantwich Town Centre is focused around Market Square, Beam Street, High Street, Hospital Street, Pillory Street and Welsh Row.</p>
<p>Page 10, para 4 - The population maybe diverse in age structure but it is not in ethnicity - this should be clarified (c/f Page 21)</p>	<p>P10 para 5 - The housing mix reflects the relatively economically diverse local population which includes a high proportion of residents aged over 65 years, some of whom are struggling financially, and highly skilled economically active affluent groups surrounding the urban core.</p>
<p>Page 10, para 5- Fails to mention the business park near Sainsbury’s and the planned commercial development in Kingsbourne</p>	<p>P10 para 6 - Due to its close proximity to Crewe and accessibility to the M6, Nantwich is predominantly a commuter town with no significant industrial estate or business park employment cluster within its urban area, with the exception of a relatively small employment park off Middlewich Road to the north of the town and proposals for additional commercial development at Kingsbourne</p>
<p>Page 12 - The River Weaver does not flow through Nantwich Town centre - this is misleading and inconsistent with</p>	<p>P12 para 2 - Brookfield Park and Barony Park provide attractive and well used open spaces close to the Town Centre and the River Weaver flows to the west at Nantwich Riverside</p>
<p>Page 13 - Dorfold Hall mislocated it is west of Nantwich not south</p>	<p>P13 - update map</p>
<p>Page 14 Map includes Morrisons, but not Grade 1 listed St. Mary’s Church which is a key visual component of the town centre???</p>	<p>P14 - add St Mary’s Church to map</p>
<p>Page 14 Annotation in Box - River Weaver is adjacent, but separated from the town centre by the ring road</p>	<p>P14 - existing text sufficient</p>
<p>Page 14 Map should indicate Local Green Gap from the made Acton, Edleston and Henhull Neighbourhood Plan. The greenspace to the west of the Shropshire Union canal does not make sense. The Dorfold Hall Registered Park and Garden should be indicated and annotated.</p>	<p>P14 - add Park and Garden to Dorford Hall label P14 - consider adding green gap Is theatre a significant enough asset to include on this plan?</p>

Specific Revisions to Nantwich TCVP	Response to the Feedback
Why is the Nantwich Players Theatre not shown?	
<p>Page 17 The Local Green Gap between Nantwich and Acton from the made Acton, Edleston and Henhull Neighbourhood Plan should be identified</p> <p>Reference should be made to the permissions associated with Kingsbourne and the stage of delivery - not just reference to the Local Plan allocations</p>	<p>This plan shows allocations from the Cheshire East Local Plan rather than Neighbourhood Plan</p> <p>Kingsbourne is identified as LPS 46 on the plan on P17 and again at P58</p> <p>P17 - add to text - LPS 46 'Kingsley Fields', known as Kingsbourne, located north west of the Town Centre can accommodate 1,100 homes and ancillary uses.</p> <p>Development is currently underway</p>
Page 18 - Future direction first bullet point does not make sense. Nantwich in Bloom should be capitalised	P18 edit - Continue to support Nantwich in B loom and procure planting and other services from Cheshire East Council
Page 26 River Weaver is adjacent, but separated from the town centre by Waterlode	P26 - The River Weaver network lies adjacent to Town Centre but separated by Waterlode
Page 26 Map - should this locate the health centre? What about M+S as Aldi and Morrisons get a mention?	P26 - could add health centre. If M&S is of similar scale to other supermarkets could also add
Page 28 Visit should have extended longer - footfall drops off significantly after about 3.30 - the centre can seem dead at 4pm	Noted for future reference
<p>Page 31 There is a very clear, historically important gateway to the west, the Thomas Telford Aqueduct - this should be included.</p> <p>This gateway analysis does not reflect reality and the illustrations in many cases are looking out of town not into the town centre.</p>	<p>P31 add bullet: The Thomas Telford Aqueduct provides a historically important gateway from the west</p> <p>P31 photos - OPEN to consider changing</p>
Page 33 - Brine Pool not Brine Bath	P33 - replace Bath with Pool
Page 39 - Photo 4 is Market Square	P39 photo 4 - replace text - Strong sense of centre at Market Square including Nantwich War Memorial...
Page 43 - Comments about public realm need updating based on recent investment in new footpath surfacing	Text added to acknowledge
Page 45 - White text on red is difficult to read	Plan edited
Page 47 - Comments about public realm need updating based on recent investment in new footpath surfacing	Text edited
Page 48, para 3 - Hospital Street AQMA Zone is not south of the town centre, although the western part of Hospital Street is	P48 edit - Hospital Street close to the town centre.
Page 49 para 6 - The A51 realignment around the Green is no longer a proposal it is under construction. It does not link to the town centre, it links into Kingsbourne	<p>P49 para 6</p> <p>A series of improvements are planned for the A51 route, including junction and drainage enhancements, to tackle congestion and address pedestrian and cyclist severance. Furthermore, an amended alignment of the A51 around The Green is now under construction to include a new link from the A51 north of Nantwich at Kingsbourne into the Town Centre.</p>
Page 57 - Fails to mention the business park near Sainsbury's and the planned commercial development in Kingsbourne	P57 - There is no significant industrial estate or business park, with the exception of a relatively small employment park off Middlewich Road to the north of the town and proposals for additional commercial development at Kingsbourne, but...
Page 60 - Strengths - Events should read Jan to October - to include the October Words and Music Festival which has been running for 15 years and brings people to town.	P60 strengths - Strong calendar of events throughout the year

Specific Revisions to Nantwich TCVP	Response to the Feedback
The theatre is not mentioned.	including the Words and Music Festival, Jazz and Blues Festival and a number of triathlons (2/3 a year) which brings in visitors P60 strengths - Attractions include the River Weaver and Brine Pool (one of the only two outdoor brine pools in the country and for which investment has recently been secured), proximity to canal network, a theatre and a museum - there is scope to make more of these assets
Page 60 - Weakness -Comments about Nantwich Riverside margin maintenance seem out of context in terms of other strategic points - of more significance is the random planting that has been implemented in the Riverside and other areas, with no ongoing maintenance. Gateway analysis not sound so weaknesses identified not justified.	Text reworded
Page 60 Opps - Add music festivals to calendar of events - there are already three per year (Blues/ Roots and Words and Music) Laura Ashley Unit is occupied. What does opportunity to avoid over-reliance on surface parking mean - a multi-storey? Did the consultants have access to the 2007 Nantwich Snow Hill Study? If not they should have. Does the improve public realm comments need amending? Riverside development on old gas works site should be mentioned.	Events - Added to 'strengths' with other events P61 - remove Laura Ashley bullet Add bullet to Opportunities - Opportunity for riverside development at the old Gas Works site
Page 60 Threats - St. Anne's Lane car park already closed and development site remediated. Could question why this is taking so long - a threat is that it will remain undeveloped for years What new development on Snow Hill? This is not mentioned anywhere elsewhere??	P60 threats - Redevelopment (hotel and retail) of St Anne's Lane Site/car park is proposed and has resulted in the loss of 80-100 spaces (due for completion 2022).
Page 66 Disagree that Nantwich feels like a village	Reference to village removed
Page 68/ 69 - Text too small to read on 'local amenities' on plan Brine Pool not Lido Disagree in principle with the gateway locations and suggestions - there is a strong gateway to the west (Aqueduct) which has not been mentioned - there is no need for a random gateway somewhere along Welsh Row. To the north the Thomas Fairfax Bridge (not mentioned anywhere creates a gateway from where you see the tower of St. Mary's, the other two are road junctions - what sort of 'gateway' is proposed. 12 gateways??? Disagree with expenditure on this - would be much preferable to be used improving more of the town centre public realm etc. There is already a Nantwich Riverside Plan - it does not need intensification in terms of development in the Riverside.	Plan enlarged P68/9 - Replace Lido with Pool Language in key updated to be more specific to town centre arrivals. Noted significance of landmarks in comments but understanding is that these are on the periphery of the town settlement and beyond the focus of the study.
Page 70 N_PR1 - This proposal does not appear to have come from any analysis earlier in the study?? Welsh Row public realm is better quality (certainly in terms of materials) than much of Nantwich and was subject to an upgrading scheme in the last 20 years. Whilst there are areas where services have not been reinstated which could be repaired better any suggestion that this needs prettification and additional variety in materials is unfounded. Underwhelming is a pejorative and subjective term based on no analysis - it is an understated and robust public realm scheme fitting for the heritage area it passes by. The Park Lane Poynton scheme if this is what is proposed for Welsh Row looks to be of poorer quality materials than that currently on Welsh Row and lacks a cohesive simple	This text is taken from the LTDP and relates to a specific proposal within that document Whilst the footways are of a good quality and would not require replacement, we feel that the carriageway and lining of Welsh Row is visually intrusive and in poor condition in some areas. It prioritises linear vehicular movement and makes little attempt to support pedestrian movement between frontages. Poynton precedent is used to

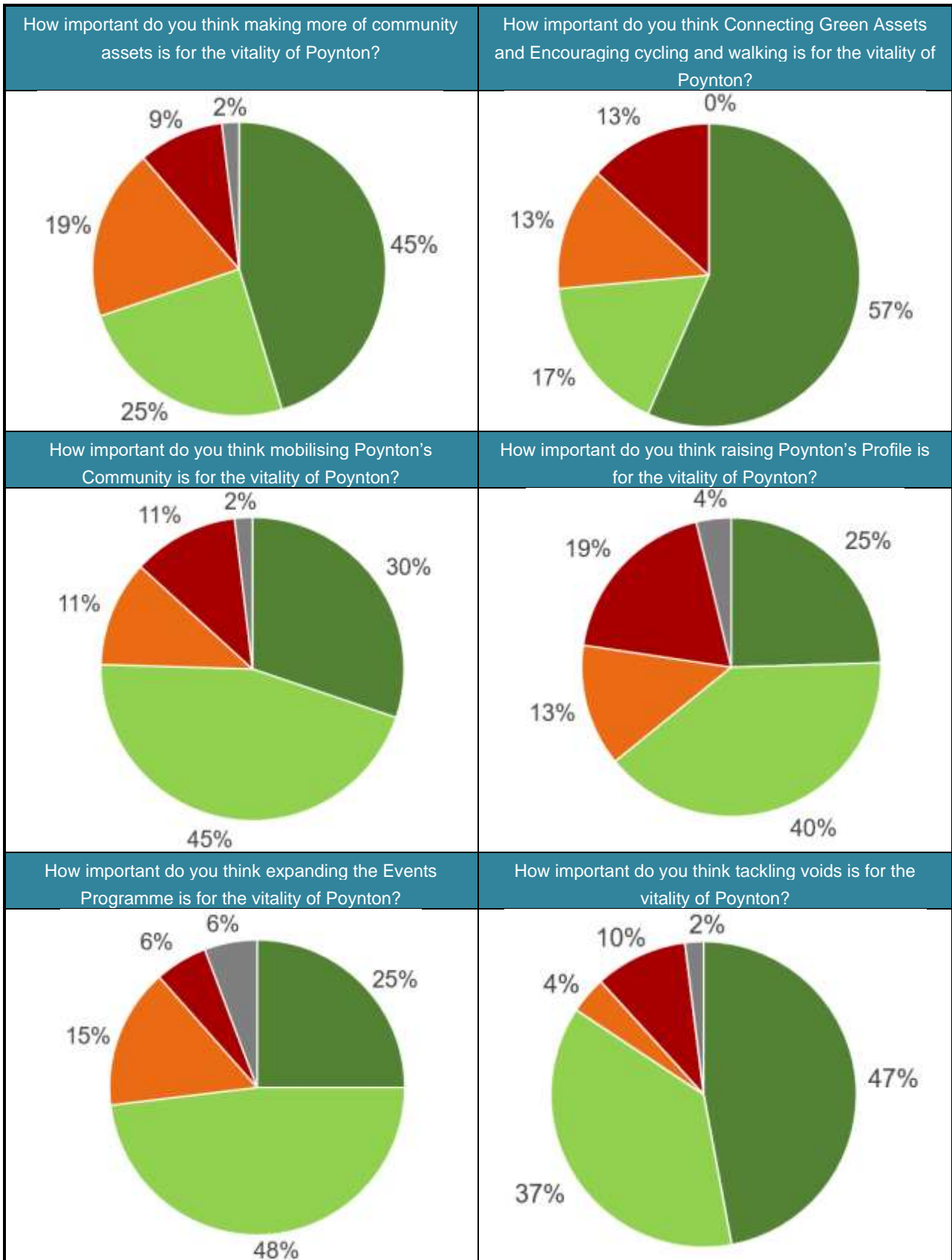
Specific Revisions to Nantwich TCVP	Response to the Feedback
<p>approach, as would befit the character of Welsh Row which needs simplicity in the public realm to act as a serene background to the variety of the architecture.</p> <p>Has Cheshire East Highways Department been consulted on addition of wide range of materials?</p> <p>It is hoped that the consultants are aware of the first iteration of the Welsh Row public realm which included chicanes which were subsequently removed following a negative reaction from the public.</p> <p>It is unclear why Dorfold Hall is mentioned - the plan as shown goes nowhere near Dorfold Hall - not even to the Aqueduct.</p>	<p>convey approach to the above changes, not as a temple or specification of materials. CEC Highways have reviewed all TCVPs for suitability.</p> <p>Dorfold Hall reference is on P14.</p>
<p>Page 74 As above too many gateways in unjustified locations</p>	<p>Key texted changed</p>

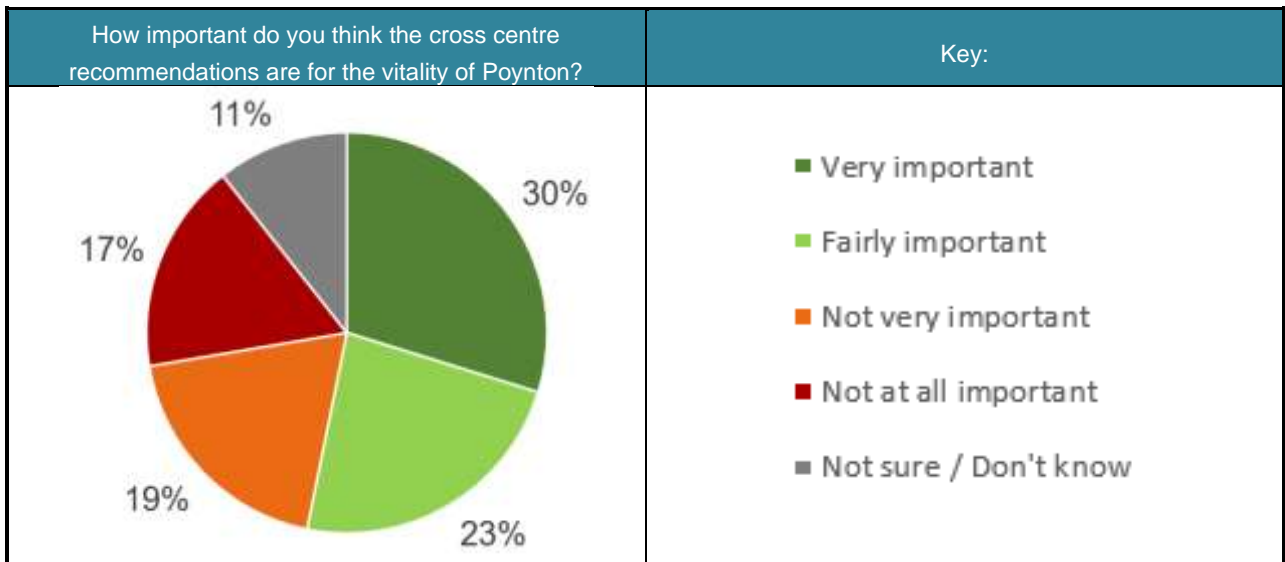
7.5 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	114
	Group, organisation or club	1
	Elected CE Ward Councillor or Town/Parish Councillor	1
	Other	3
Gender Identity	Male	61
	Female	54
	Prefer not to say	3
Age Group	16-24	0%
	25-34	7%
	35-44	9%
	45-54	18%
	55-64	22%
	65-74	26%
	75-84	13%
	85 and over	1%
Prefer not to say	4%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	91%
	Any other White background	3%
	Mixed: White and Black Caribbean/African/Asian	1%
	Asian/Asian British	1%
	Black African/Caribbean/Black British	1%
	Prefer not to say	4%
	Prefer to self-describe	0%

8.0 Feedback from Poynton

8.1 53 responses were received in respect of the Poynton Report. The level of support for the identified priority areas is identified in the charts below:





8.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Poynton is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Making more of Poynton's Community Assets	The first half of the document tries to ignore the proposals to build houses on the current sports club grounds, and then the second part of the document appears to use the current location of the sports club as part of the vision for connected green space and a reduction in car use. Our precious few green spaces are vital, please protect them and stop overdevelopment	The ability to protect green space from development is outside the remit of the TCVP. However in light of proposals for development of the Sports Centre now being embedded into the SADPD and significant concerns raised by Town Council and individuals about issues with parking it is proposed that this priority is removed and elements of it are incorporated into Connecting Green Assets and Expanding Events Actions instead
	The only community assets in the Centre are the Civic Hall, library and a small section of the car park. As such the ability to change this area is limited	Acknowledged - There may still be some limited scope to support town centre vitality through events in the car park with the agreement of the leaseholder for example in the evenings when the supermarket is close, or by holding modest scaled events in and around the Library, but it is appreciated that this is limited so the priority given to this has been removed from the TCVP see proposed changes above
	Create a children's/ youth centre as nearest one is unable to be reached via public transport so excludes some parents - Reintroduce youth club as former was very popular and kept kids off of streets. Need more for young people to do	Noted – Creation of a new centre is outside of the remit of the TCVP however proposals for events will support more for young people Add and more day time events for the elderly and less mobile residents as well as events for young people to last bullet under How on p86
	Include Community Centre on Park Lane	Add to plan on p73
	Public realm improvements in front of library to create an environment with better natural surveillance	Bullet 1 on p78 can be tweaked and incorporated into Action 5 (Events)... Enhancing the public realm around the Library with consistent paving, seating, and planting which would allow for small scale event space.
	Add more seating to encourage people to dwell	Page 82 (current) Incorporate additional sentence in Action 2 - walking and cycling to say More seating to add resting points and places to dwell
	There is a need to have more long time car parking on the site. If we are to encourage people to spend longer in the town then the restriction of 2 hours in the short stay area needs to be removed. If people are attending events need more longer stay parking options to encourage users to stay in the centre longer.	Noted - outside the remit of the TCVP and some car parks are in private ownership so outside of CEC's control. However CEC Highways to consider where scope to revise
	Don't reduce the number of parking spaces (particularly disabled spaces). This only leads to out of town shopping therefore reducing footfall in Poynton. Parking is becoming difficult in the main car park. Any additional activity needs to address this increasing problem If the aim is to attract more people into the centre of Poynton, it is essential that parking provision is expanded.	The TCVP does not recommend a reduction in the number of car parking spaces but rather to consider for specific events whether some car parking could be utilised. Clearly consideration would need to be made to ensuring sufficient car parking overall to accommodate visitors

Priorities Intervention	Consultation Comments	Response
	More patrols on Park Lane by PCSOs to prevent cars and vans from parking on pavements and blocking entrances. Especially from 8am to 11am. Fixed penalties to be given out for a period to send a message	Noted - outside the remit of the TCVP but CEC Highways to consider
	Town Council has repeatedly requested information on assets but not received an update on progress towards the preparation of the list have been asking CEC to see list of community assets to understand potential	Noted - It is not clear where specifically requests have been sent. However key assets in/close to the town centre owned by CEC include the Library and Poynton Park (750m walk from the Library). The term 'Community Assets' was not intended to purely refer to CEC owned assets but also to encompass such things as Poynton Sports Club which whilst in private ownership is still a community facility. In light of the draft SADPD allocation of the Poynton Sports Club site and acknowledged limited scope of community assets in the centre, as set out above priority intervention 1 to be removed.
Connecting Green Assets/ Encouraging Walking and Cycling	Support improvements of cycle lanes/ paths. Particularly along Chester Road, London Road and connection from A555 to Hazel Grove/ oil terminal junction and towards Bramhall Park, to Poynton Pool and paths between Hazel Grove and Poynton could connect to the Manchester bee network cycleway	P80 of the TVCP does identify most of these but list will be revised slightly Bullet 1 change to London Road North and South Add new bullet to Poynton Pool
	The main green space (which is largely ignored in the plan) is Poynton Park. Request for play area at Poynton Park	P80 of the TCVP acknowledges the importance of Poynton Park and the need to improve links to it and other green spaces. There may be potential for children's play space in any redevelopment proposals for Poynton Sports Club. Page 80 already refers to the redevelopment of the sports club site - strengthen to flag potential benefits of incorporating a play area accessible from the town centre. Page 80 How final bullet amended to read If redevelopment proposals come forward for Poynton Sports Club ensure strong direct walking and cycling links with town centre services such as the Library, explore potential for children's play to serve both new homes and the town centre plus ensure strong walking and cycling links to any re-provided sports facilities
	Chester Road pedestrian pavements are hard to use and feel unsafe to walk on. The pavement from the station towards Woodford is overgrown. Paving improvements are needed and long term regular maintenance of trees and foliage on the pavements. In some cases, it might be that private owners need to be persuaded to keep their shrubs and trees from blocking the pavements.	Add new bullet to p80 Improve maintenance of pavements, drains and vegetation to support more walking and cycling
	The route between roundels and Poynton Pool is woefully inadequate with a very narrow footway and pedestrians are required to pass other people on the carriageway. Narrowing the carriageway to create a wider footway/cycleway would help lower vehicle speeds and improve conditions for non-car users.	Insert Poynton Pool to list under bullet 5 under How on p80 'London Road North linking to Poynton Park and Pool. '
	Improvements to public realm in the shared space are urgently required - the lack of maintenance has meant a significant deterioration which impacts on pedestrians and cyclists. The Town's infrastructure also needs attention for example surface water flooding after heavy rain in a number of areas of the town due to poor and ineffective drainage. Concern was also noted for proposal to improve the flood resilience of	Add new bullet to p80 Improve maintenance of pavements, drains and vegetation to support more walking and cycling

Priorities Intervention	Consultation Comments	Response
	Poynton Pool which could lead to the loss of trees - important historical and ecological landscape should be protected for future generations	
	Repairs to existing road and pathways need to be addressed first; missing and loose granite sets and poor patch replacements using sunken tarmac. Opportunities for enhancing planting using perennial pollinators and wildlife friendly areas even in small pockets.	Add new bullet to p80 Improve maintenance of pavements, drains and vegetation to support more walking and cycling
	Walking should definitely be encouraged as this would potentially free up parking spaces for people travelling from further afield. However, the current state of the pavements and gutters would need to be improved considerably. There are numerous places where hedges and trees have been allowed to over grow and encroach on to pavements meaning that it is impossible to walk. The blocked gutters around the roundabouts need to be sorted. Consideration should also be given to exhaust fumes when there is a traffic jam coming into Poynton. Cyclists currently ride on the pavement, this is also a hazard for walkers and a resolution is required if walking and cycling are to be encouraged.	Add new bullet to p80 Improve maintenance of pavements, drains and vegetation to support more walking and cycling
	Chester Road and London Road North and South are havens for speeding vehicles Speeding occurs from the double roundabout in all three directions in the case of Chester Road all the way to Woodford.	Noted - but outside the remit of the TCVP. CEC Highways to note
	Imminent completion of the Poynton relief road in early 2023 presents an ideal opportunity to prioritise active travel via the introduction of a multi-modal pathway on London Road North. The aim of the Relief Road is to reduce through traffic in Poynton. However, merely opening the new road won't be enough in itself - traffic calming measures will also be needed to stop people using London Road as it will remain the most direct route from Stockport to Macclesfield. Suggestion that a multi modal pathway be put in between Fiveways in Hazelgrove and Poynton. This would connect to the Manchester bee network cycleway at Fiveways and would encourage people to cycle instead of driving on London Road North. It is a wide road and so there is plenty of room for a pathway in addition to the existing pavement.	Add new text to page 74 The impact of the Poynton Relief Road should be assessed to determine how active travel can be prioritised going forward.
	There appears to be no provision for wheelchair users. Certainly review on-street parking and ban completely parking on pavements as this is dangerous for wheelchair users, parents with prams and people with sight problems. The disabled are routinely ignored when things are planned.	P80 Add new bullet All future proposals must ensure they are accessible for everyone
	The existing Sport Club is an important green link from the town centre to Poynton Pool an excellent but underused asset.	The proposed scheme for the Sport Club site must ensure pedestrian and cycling links between the proposed homes and the centre are optimised. This is already referenced on page 80 The importance of links to Poynton Pool are identified under Action 1 Add Poynton Pool as new bullet point under Where on p80

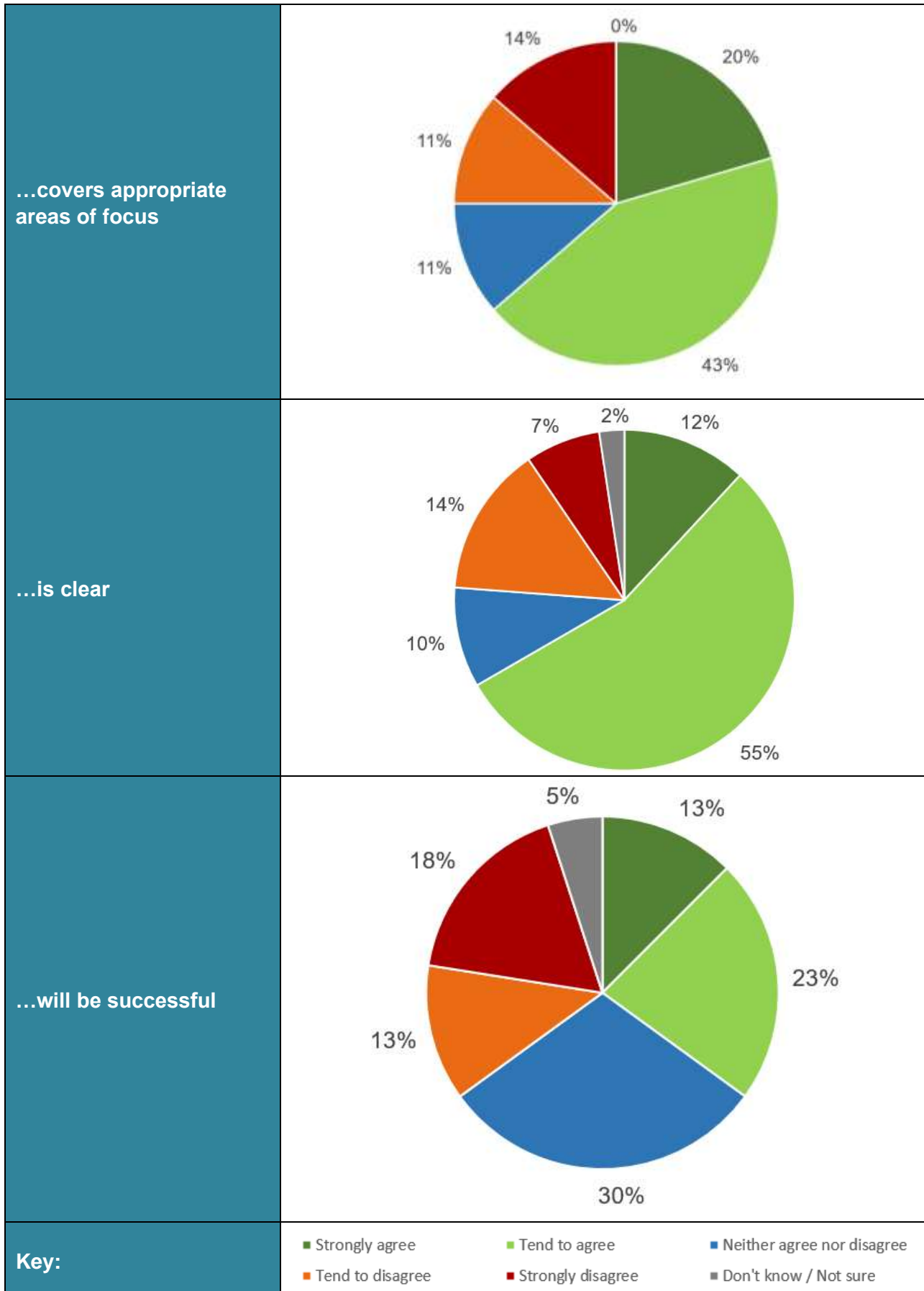
Priorities Intervention	Consultation Comments	Response
	Make sure pathways are available to all green assets	Fully support and endorsed by Action 1
	Signage for bikes to travel in cycle paths/ lanes and not on pavements	Existing recommendation on p80
	Ban parking on pavements, particularly on Park Lane	Noted - but outside the remit of the TCVP
	Concerns raising about cutting down on the use of cars - but can't do if public transport is not adequate	Noted - CEC Highways is committed to supporting more sustainable modes of movement
	The pavement is sufficient for the railway commuters. We do not need separate cycling lanes for the odd cyclist to ride along at the expense of road users. Chester Road is narrow enough already and does not need stupid cycle lanes as at Fiveways, Hazel Grove. No one has any problem getting around. Leave well enough alone and think of the motorist for once.	Noted but many other comments support need for improvements
	Some have never heard of 'Poynton Round' so need to better explain	Noted recommend that as part of enhanced marketing Poynton Round is promoted more
	Poynton Town Council management of Poynton Park and other open spaces is supported	Noted
Raising Poynton's Profile	Websites are currently confusing and not updated very often	Noted - supported by Action 4
	Town Council's website needs to be more dynamic – looks tired	Noted - supported by Action 4
	A single website as a source of information would definitely be a step forward	Noted - supported by Action 4
	Poynton already has a high profile as a desirable place to live and bring up families with good rail and road links to areas	Accepted but scope to support local businesses if local and visitors can be encouraged to spend time
	Very good idea - need a person with vision and an excellent communicator	Noted
	Town Council is already working on a Welcome to Poynton leaflet with information for new residents	Add sentence at the end of 2 nd para under How on p85 Town Council is preparing a Welcome to Poynton leaflet with information for new residents and has set up a Business Directory and is currently looking at how to work with businesses in the Town
	Giving the town and identifiable "brand" can be helpful in instilling pride in the community and in helping to sell the community to sell itself to the outside world. Nearby examples are Ashbourne - Gateway to the Peak and Chapel en le Frith - The Capital of the Peak. Poynton with its superb adjacent countryside and already very popular with families and excellent accessibility already has a number of possible branding opportunities.	Noted - in working up detail proposals these ideas should be taken into account
	Provide more accommodation choices for visiting groups	Noted but the private sector will develop new hotels if they assesses there to be demand for them
	Town Council has set up a business directory and is currently looking at how to work with businesses in the Town	This is acknowledged under Action 3 but add sentence at the end of 2 nd para under How on p85 Town Council is preparing a Welcome to Poynton leaflet with information for new residents and has set up a Business Directory and is currently looking at how to work with businesses in the Town
	Town Council is already good at this and good business networking as well	Agree - this is acknowledged in Action 3

Priorities Intervention	Consultation Comments	Response
Mobilising Poynton's Community	Should have a single platform for all networks / local charity groups/ activities/ council information etc	Add under How after para “ businesses networking on p84 add Consider creating a single platform for all networks/local charity groups/activities/council information etc and offer support and advice for volunteers looking to set up events/ workshops/ classes
	Need to offer support and advice for volunteers looking to set up events/ workshops/ classes	See above for suggested edit to text
	Reduce business rates rental levels on properties for local businesses	Noted outside remit of the TCVP. Central Government set rates
	Businesses will only engage in funding of initiatives only if they see personal gain	Accepted in some cases but there are lots of examples where they can support their local communities whilst also helping their own businesses
	Encourage people to utilise local amenities e.g. clubs and outdoor activities	Action 4 will support this making more people aware of what is on offer in Poynton
Expanding Events Programme	There's already a lot going on	Agree but scope to make more people more aware
	Make sure all events link to Town Centre e.g. Poynton Show and Fireworks	Key objective of Action 5
	More events e.g. Foodie Fair night markets, more food markets, dog friendly events and introduction of 'incredible edible'	Key objective of Action 5
	Make more use of Poynton Park	Add including Poynton Park to bullet point under Where p86
	Poynton Arts Festival will take place in Summer 2023	P86 bullet point 1 replace with The majority of pre Covid events have been re-established in 2022 of there are plans to bring them back in 2023. All events as promoted on the Town Council website. Preparation is underway for the Poynton Arts Festival which will take place in summer 2023.
	'Expanding the Events Programme' includes omits mentioning the civic bonfire Poynton Show has been running for 150 years and the Civic Bonfire 50 years.	Add Civic Bonfire to list of events under what line 2 on p86
	More day time events for the elderly and less mobile residents	Add and more day time events for the elderly and less mobile residents as well as events for young people to last bullet under How on p86
	Conduct a drive for volunteers for events	Add Conduct a drive for volunteers for events as new bullet point on p86 under How
	Big barrier for events is capacity of current car-parks and of the town for anymore/ bigger events . Concern about attraction of more cars for people outside the area - Parking and traffic is a nightmare already!	Noted and needs to be managed on an event by event basis to ensure that any proposals to enhance the vitality of the centre are not impacting negatively on local residents
	Must be done in conjunction with improving public transport, particularly a better bus service to be able to get homes after 6pm	Noted - it must be acknowledge that public transport it outside the control of CEC but they should use the feedback from the TCVPs to lobby for improvements as part of wider engagement with providers
Image used of vacant shops isn't Poynton	P40 replace with image of Poynton	
Tackling Void Properties	Encourage short term uses e.g. exhibition spaces, use by community groups, artwork	Include text in new Action 2 Town Council and CEC to work with owners of vacant units to encourage them to use vacant shops/windows to display exhibitions/art work or for use by community groups to engage with community

Priorities Intervention	Consultation Comments	Response
	There are a small number of voids in Poynton. Generally, occupancy is good. However, some properties have been empty long term despite approaches being made to the property holders by other businesses. The Town Council would like to see Cheshire East undertake action to bring empty properties back into use, especially where it is known that demand exists. The Town already has a vibrant F&B offering.	Add text into Action 2 There are a small number of voids in Poynton. Generally, occupancy is good. However, some properties have been empty long term despite approaches being made to the property holders by other businesses. Further approaches should be made where resources allow with the Town Council and CEC collaborating to try and establish the route cause, with consideration being given to all potential options to tackle vacancies
	Change of uses for children's/ elderly activities, workshop space, residential instead of on green belt	Fully support but letting of individual units is controlled by owners of the building not the Town Council or CEC
	Concerns noted about some of owners of existing businesses not investing in their properties or willing to let them out or sell them to others to bring new occupiers into the Centre	Noted but CEC have limited powers to control the activities of individual businesses
	Make landlords maintain vacant shop fronts	Good idea but CEC do not have powers to enforce unless the building is dangerous or sufficiently bad to invoke S215 maintenance notices
	Introduce incentives to be in Poynton for businesses	Given limited public sector budget unlikely to be scope to offer financial incentives to businesses in Poynton although CEC does offer a wide range of support to local businesses across the Borough
	CEC undertake action to bring empty properties back into use especially where it is known that demand exists	Noted but CEC have limited powers to control the activities of individual businesses
	Encourage eco-themed businesses e.g. refill stores	Supported but letting of individual units is by owners of the building not the Town Council or CEC
	Reduce rates and rental value on properties	Noted outside remit of the TCVP. Central Government set rates. Private landlords set rents
	Free/ lower parking rates for employees/ volunteers	Noted - but outside the remit of the TCVP for individual business or organisation to negotiate with car park operators. CEC parking charges are set by CEC but must take into account a wide range of issues alongside supporting town centre vitality.
Other Comments	More infrastructure/ services to accompany further development	Noted but outside of the remit of the TCVP – infrastructure requirements associated with new development determined as part of planning applications
	Flooding is a major concern for residents, need to ensure streets are swept clean of leaves and debris to avoid blocking drains and causing flooding.	Add new bullet to p80 Improve maintenance of pavements, drains and vegetation to support more walking and cycling
	Impose weight limit on HGV's to avoid travelling through Centre when bypass is opened	Noted - outside of the remit of the TCVP. CEC Highways to note
	Climate change friendly amenities e.g. electric charging points, protecting wildlife habitats	The importance of sustainability is recognised in the Centre Wide Action (see p88). It must be considered in working up any proposals for the Centre
	Restrict loading times outside businesses to help traffic flow	Noted - outside the remit of the TCVP. CEC to note
	Help to improve litter problem with more bins, signage, better education	Noted - Town Council to consider if potential for further attention

Priorities Intervention	Consultation Comments	Response
	Overdevelopment is mentioned in plans but needs more consideration as is major issue	Noted - outside of the remit of the TCVP. CEC to note
	Lots of messages about ensuring centre is accessible to everyone	P80 Add new bullet All future proposals must ensure they are accessible for everyone
	Concern that the TCVP is not underpinned by the Poynton Neighbourhood Plan but others acknowledge it is	See pages 15-17
	A great deal of work still remains to flesh out the plans and make them a reality.	Agree the aim of the TCVPs is to provide a consistent baseline of the issues and opportunities in each of the centres and to provide a guide to a wider range of stakeholders to work up details plans for the centres. The TCVP will be an important document in supporting bids for accessing future investment See Phasing Section of the TCVP
	Council should be ensuring that more affordable homes are built within the town, including share ownership, rent to buy and rental. Council should be identifying sites within and close to the town centre for sheltered housing and extra care housing both private and affordable. Given the apparent indifference of the private sector to provide such facilities, the initiative will probably have to be taken by the Council and appropriate Housing Associations.	Noted – outside of the remit of the TCVP but will be considered by CEC as part of their Housing Strategy
	Need to improve public transport - in public transportation for Poynton. Links to Manchester are not good. There is no shuttle bus to link to the Park and Ride at Hazel Grove and the bus service is irregular and non-existent on a Sunday. The bus journey to Macclesfield is circuitous and there is no bus service to Wilmslow.	Noted - it must be acknowledged that public transport is outside the control of CEC but they should use the feedback from the TCVPs to lobby for improvements as part of wider engagement with providers

8.3 The following diagrams illustrate general feedback in terms of the TCVP:



8.4 The following table summarises additional comments received in respect of the Poynton TCVP.

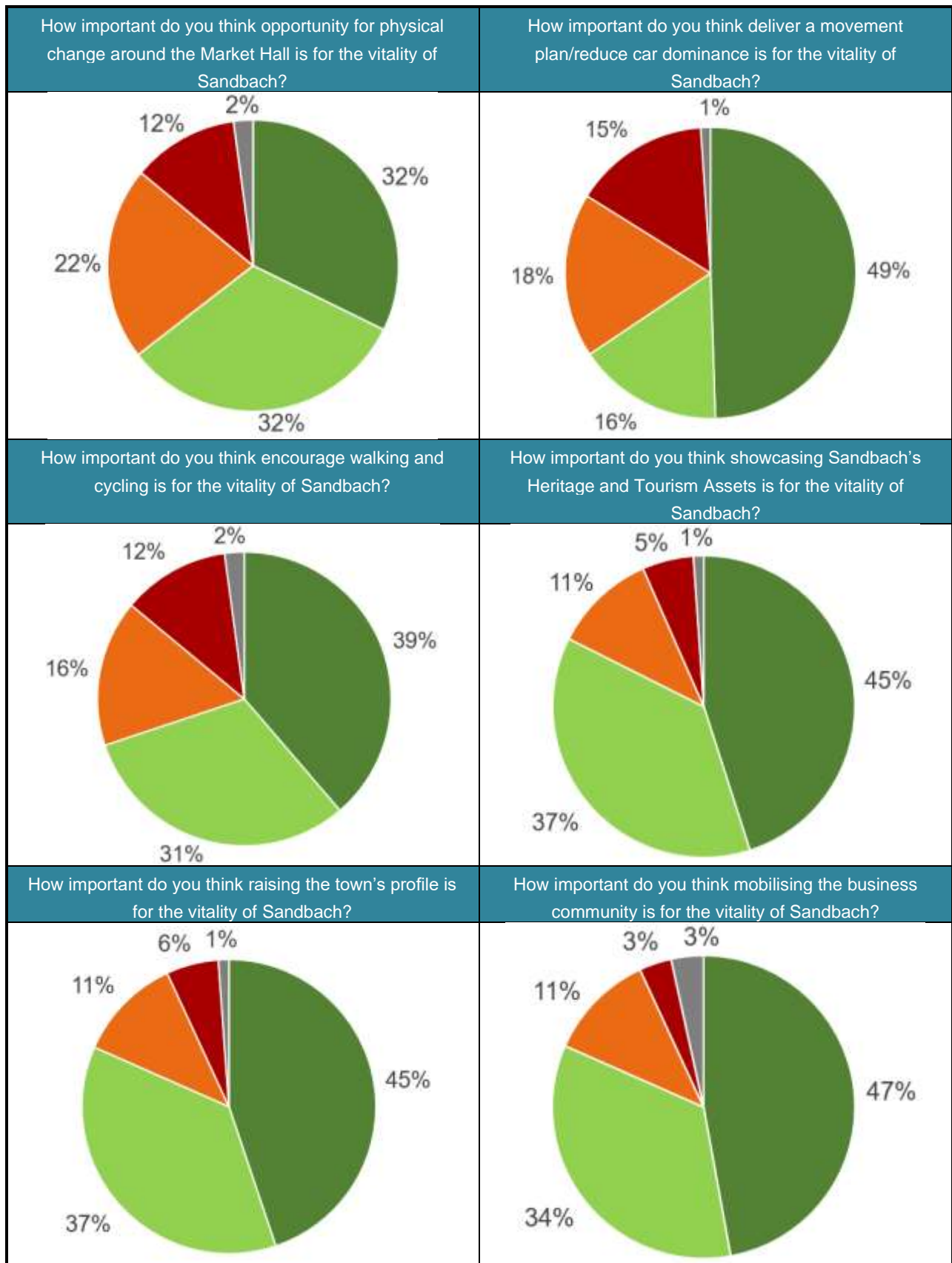
Specific Revisions to Poynton TCVP	Response to the Feedback
<p>General - given the nature of this Vitality Plan and its reliance on the individuals, businesses, community groups and other bodies to ensure its success, there should be a more open approach to communications and consultation than has so far been the case.</p> <p>We would suggest that a Communications and Consultation Plan be prepared for the next steps of the Vitality Study which sets out timescale for involvement and when and who will be involved.</p>	<p>The process of preparing the TCVPs has involved a variety of engagement - see p7</p> <p>Recommendations for future communication and engagement are set out on p91</p>
<p>P19 of the document as it is extremely misleading in that the labelling of the map disguises the fact the sports club is marked for development ('PYT 1: 80 homes just north of the town centre', in contrast the Vernon infant school site is accurately referred to as such) and has completely missed labelling the green belt development on the periphery of Poynton as a new site, this will most likely have impacted other respondents understanding of what is being proposed.</p>	<p>Noted edit text PYT1 80 homes on site of Sports Centre</p>
<p>On page 21 the comment next to it says 'Designate and protect the green spaces within and around the town which would be protected from development' What exactly does 'new sports facilities sensitive to green belt location' mean in relation to this comment? How can building sports facilities be sensitive to a green belt location - it is either green belt or it isn't.</p>	<p>This is an extract of the Neighbourhood Plan. The draft allocation for new development referred to above is emerging through the Borough wide Local Plan process</p>
<p>Page 78 detailing making more of community assets (PRIORITY) clearly shows how important the sports club is in its current location and page 79 says it can be used for community events, there is no reasonable detail whatsoever detailing what the alternatives are if it is destroyed with housing. Page 42 is misleading especially seeing how close into the centre of the town it is and its connection to the civic hall area, it seems to be clearly marked as public green space - you need to check the key carefully so see 'Potential development site for housing'. Also note this area is also covered on 2 sides by belts of mature woodland which will be at severe risk of degradation with building and harm the environment and denude another key part of the character and green-ness of the centre.</p>	<p>The proposal is outside of the remit of the TCVP. It is part of the Local Plan but will require further consultation before it will be allocated</p>
<p>On page 46 the 'positives' in open space include 'No immediate town centre open space, however Brecon Park, Deva Park and Poynton Park provided closest recreational green space' - these are already stated as being on the periphery therefore how can they be regarded as a positive for the centre?, there is immediate town centre open space - it is the current location of the sport club. Also seeing the weaknesses described on page 47: 'Lack of central open space within the immediate centre' and 'Green spaces such as Poynton Park and Deva Park are on the periphery of the town centre, with connections to and from them not clear and of varying quality' If this is the case why is it regarded as a good idea to build on the sports club location, Poynton park is classed as periphery here, why would the proposed green belt location for the sport club be classed as a good move as this is even further away.</p>	<p>Proposals for the Sports Centre are emerging from the Local Plan and will be reviewed as part of this process rather than the TCVP</p>

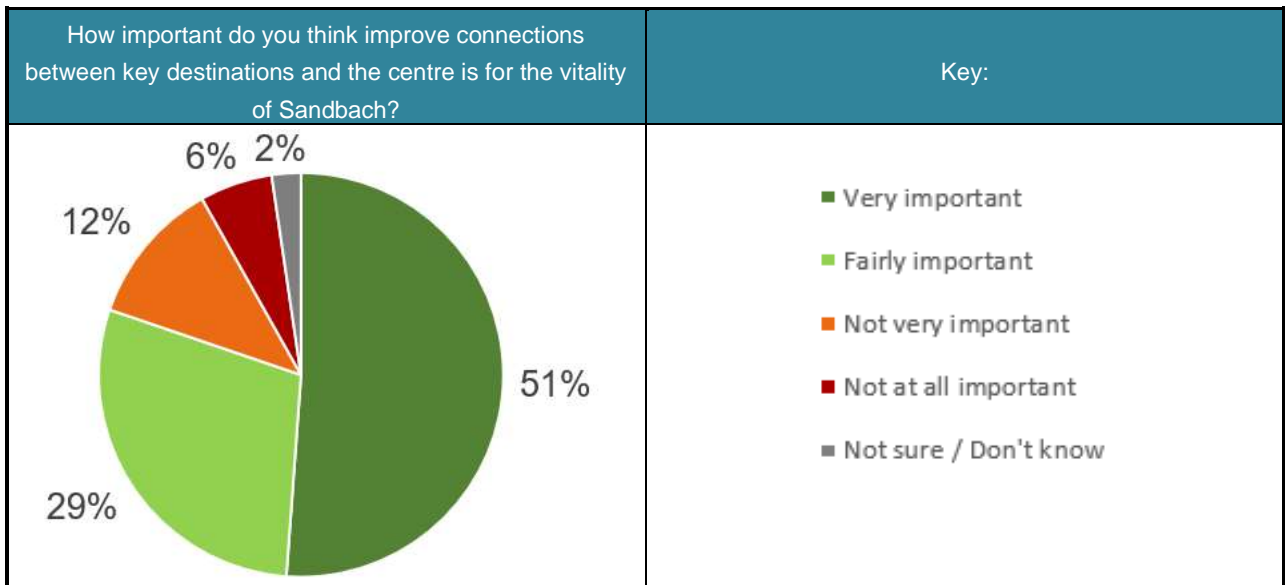
8.5 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	42
	Local business	1
	Council employee/professional	1
	Other	1
Gender Identity	Male	23
	Female	18
	Prefer not to say	3
Age Group	16-24	0%
	25-34	2%
	35-44	16%
	45-54	14%
	55-64	27%
	65-74	23%
	75-84	11%
	85 and over	0%
Prefer not to say	7%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	91%
	Any other White background	2%
	Mixed: White and Black Caribbean/African/Asian	0%
	Asian/Asian British	0%
	Black African/Caribbean/Black British	0%
	Prefer not to say	7%
	Prefer to self-describe	0%

9.0 Feedback from Sandbach

9.1 94 responses were received in respect of the Sandbach Report. The level of support for the identified priority areas is identified in the charts below:





9.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Sandbach is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Opportunity for physical change round the Market Hall	This is a key gateway location	P74 1 st para: However, the area around the Market Hall and Town Hall is surrounded by roads which detract from their profile and key gateway location, creating a less pleasant environment than their setting deserves.
	General agreement that there is a need to make more of the Market Hall	Noted - this action responds to this
	Expand outdoor areas for bars and restaurants to create vibrant atmosphere	P74 bullet 1: Claim more space (from roads and highways) in front of and behind the Town Hall/ Market Hall building, to increase dwell time and create a more vibrant atmosphere - with pop-up seating areas , lighting installations, art installations, moveable planting
	Don't reduce road space, car parking or hinder traffic around Market Hall. Poynton cited by some as a bad example of this	Noted - should be taken into account when working up more detailed proposals
	Altrincham and Crewe Market Hall cited by some as good examples for new food halls having positive impact	P74 add bullet: Consider potential for pop up food events in Market Hall on none-market days e.g. Altrincham and Crewe Food Halls
	Stall holders report space too small and rents high	Noted - Beyond the scope of TCVP
	Need up upgrade the Market Hall internally	Noted - Beyond the scope of TCVP - CEC to consider requirement as part of ongoing management of the Market Hall
	Consider ongoing maintenance cost of planters	Noted - Beyond the scope of TCVP
	Hold weekly market on The Cobbles	Message already included in TCVP - see Action 4
	Open up Market Hall for weekend events	Noted - this action responds to this under How
	Must not raise expectations unrealistically	Agreed Add at end of What It must be recognised that significant physical change would be very costly and whilst this may be a longer term aspiration, more modest interventions may be more realistic in the current economic climate.
Promote the town / town hall activities with emerging technology etc but this needs to be balanced with conservation / environmental impact and to make sure we retain look and feel of the historic building.	Agreed- add text to final bullet on p74 - Use Town Hall frontage in 'smarter' ways - e.g. 'Good Ideas Shop' to provide space for online business advertising: https://www.facebook.com/business/m/good-ideas-shop?content_id=8dxdnW5laCGdmVb, but always ensuring the heritage character of the area is protected "	
Deliver a movement plan/ reduce car dominance	Improving congestion and reducing car dominance would help pedestrian safety and health	Update text on P78 under What: Reducing the dominance of cars in the heart of the town centre to encourage visitors to be able to dwell, creating a safer and healthier environment. Re-prioritising pedestrians and reducing the space for cars provides town centre visitors with a more pleasant place to shop, relax and to browse more comfortably...

Priorities Intervention	Consultation Comments	Response
	Focus on Hightown and High Street with suggestions including shared access or pedestrian priority areas, creating a traffic free area, and reversing the one way system on High Street	Noted - should be taken into account when working up more detailed proposals
	Don't make traffic movement through the town difficult as will discourage visitors	Enhancing movement to support the overall vitality of Sandbach is a key principle of the TCVP through this action.
	Reduce large vehicles through the town centre and peak time traffic - rush hour, school run	CEC Highways to note - outside the remit of the TCVP
	Bring in traffic calming measures and/or 20mph zone to reduce speeding and HGV usage	CEC Highways to note - outside the remit of the TCVP
	Sandbach adversely impacted by problems on M6	Noted - CEC Highways responsible for monitoring and responding to highways issues
	Eastern bypass required from J17 to the Middlewich Eastern Bypass	Noted - CEC Highways to consider as part of ongoing responsibility for town centre movement
	Improve traffic flows around edge of town e.g. Sandbach bypass, A534 Old Mill Road to M6, A533, Aldi junction and the Mill, through widening roundabouts to dual entry/exit, ensuring traffic light sequencing works	Noted - CEC Highways to consider as part of ongoing responsibility for town centre movement
	Disabled / general access to both platforms at the station must be a priority for the town and should form part of the final TCVP	Agreed- insert extra bullet under How under Action 3 Disabled access to platforms at Sandbach Station
	Comment on bringing back a 2-way system to ease traffic flow	Noted - CEC Highways to consider as part of ongoing responsibility for town centre movement
	Make walking and cycling a priority including the introduction of cycle parking	Message already included in TCVP - see Action 3
	The Town Hall has seen formidable refurbishment by Sandbach Town Council and provides a show piece asset at the centre of the town retaining a thriving market and a town hall which regularly hosts weddings, parties, christenings and community events and is the pride of the town centre.	Noted and agreed - Emphasise under Action 1 by amending text as follows: Sandbach benefits from a number of interesting heritage buildings and attractive public spaces reflecting its market town status and creating a unique identity for the town. The Town Hall in particular has benefitted from significant refurbishment by Sandbach Town Council and is a thriving hall hosting many events. However, the area around the Market Hall and Town Hall is surrounded by roads which detract from their profile and create a less pleasant environment that the setting they deserve.
	Ensure suitable free parking in right location and including blue badge spaces to encourage people to use the town. Enforce limited time parking in central area.	Agree - free parking encourages visitors to centres however pricing of car parking and time enforcement is determined by CEC Highways
	Better public transport required to support this action including a shuttlebus between the town centre and railway station matching with train arrivals and more regular bus services to more destinations including Sunday services together with better communication of public transport time tables.	Agree - public transport is determined by bus and train operators but CEC will continue to lobby for improvements

Priorities Intervention	Consultation Comments	Response
	Concern that excessive development has led to increased traffic and that further housing development around Waitrose roundabout will generate further issues.	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications.
	Review Town Transport Plan	The Local Transport Delivery Plan (LTDP) is reviewed on P52-53 of the TCVP with relevant interventions to Sandbach built upon within the Movement action plan of P72 of the document. CEC Highways are responsible for assessing and implementing transport proposals.
	Review access & movement to the Town Centre - suggestion to include cycle counts	Noted, this could be part of a review
	Expansion of setts on High Street would not assist cycling - tarmac may be better for cycling lanes	Noted that there needs to be consideration given to all users in any detailed schemes developed
	Note that schemes to 'reduce congestion' can make conditions even worse for cyclists and pedestrians	p78 be amend Old Mill Road - explore design options to address congestion and improve access into Sandbach town centre whilst ensuring conditions for cyclists and pedestrians are also enhanced
	A key active travel connection is to connect people living in the eastern half of Sandbach to the railway station.	Agreed - Action 3 references this
Encourage Walking and Cycling	More safe cycle/walking routes mentioned in following locations: A533 to station; Hind Heath Road; Sydney end of Crewe; Middlewich Road	Noted - details to be worked up alongside LTDP and TCVP
	Walking and cycling routes on major road and should not disrupt traffic-learn from mistakes made on Old Middlewich Road	Noted - CEC Highways to consider as part of ongoing responsibility for town centre movement
	There has been a particular emphasis on need for secure cycle parking, particularly around central retail areas of Welles Street, Green Street and Bold Street. View that cycle parking should be spatially dispersed rather than a single hub.	P80 How. Edit bullet 3: Consider the location of cycle hubs parking linked to improved green links and introduce secure, safe cycle parking in central retail areas such as Welles Street, Green Street and Bold Street
	Adequate crossings provided currently therefore limited need for additional or improved crossing points. Possible exceptions include between B&M and Waitrose, Bradwall Road, Heath Road Co-op	P80 How. Edit bullet 2: Deliver enhanced pedestrian/cycle crossing facilities at key junctions and pedestrian routes including the Crewe Road/Highton Road roundabout, and the High Street/ The Hill junction, Park Lane, between B&M and Waitrose, at Bradwell Road and near the Heath Road Co-op.
	General foot and cycle path maintenance including removing overgrown trees and hedges, widening where possible, consideration of uneven surfaces and filling in potholes, ensure well lit	P80 add bullet to How: Ensure foot and cycle paths are safe and well maintained including removing overgrown trees and hedges, ensuring even surfaces and are well lit
	Raise awareness, provide information and improve access to existing provision for walking and cycling e.g. St Mary's Dell, Dingle Wood and the Woodland Corridor	P80 How 4 th bullet add: Raise awareness and improve pedestrian/cycle connections to existing provision for walking and cycling including Sandbach Park, St Mary's Dell, Dingle Wood and the Woodland Corridor

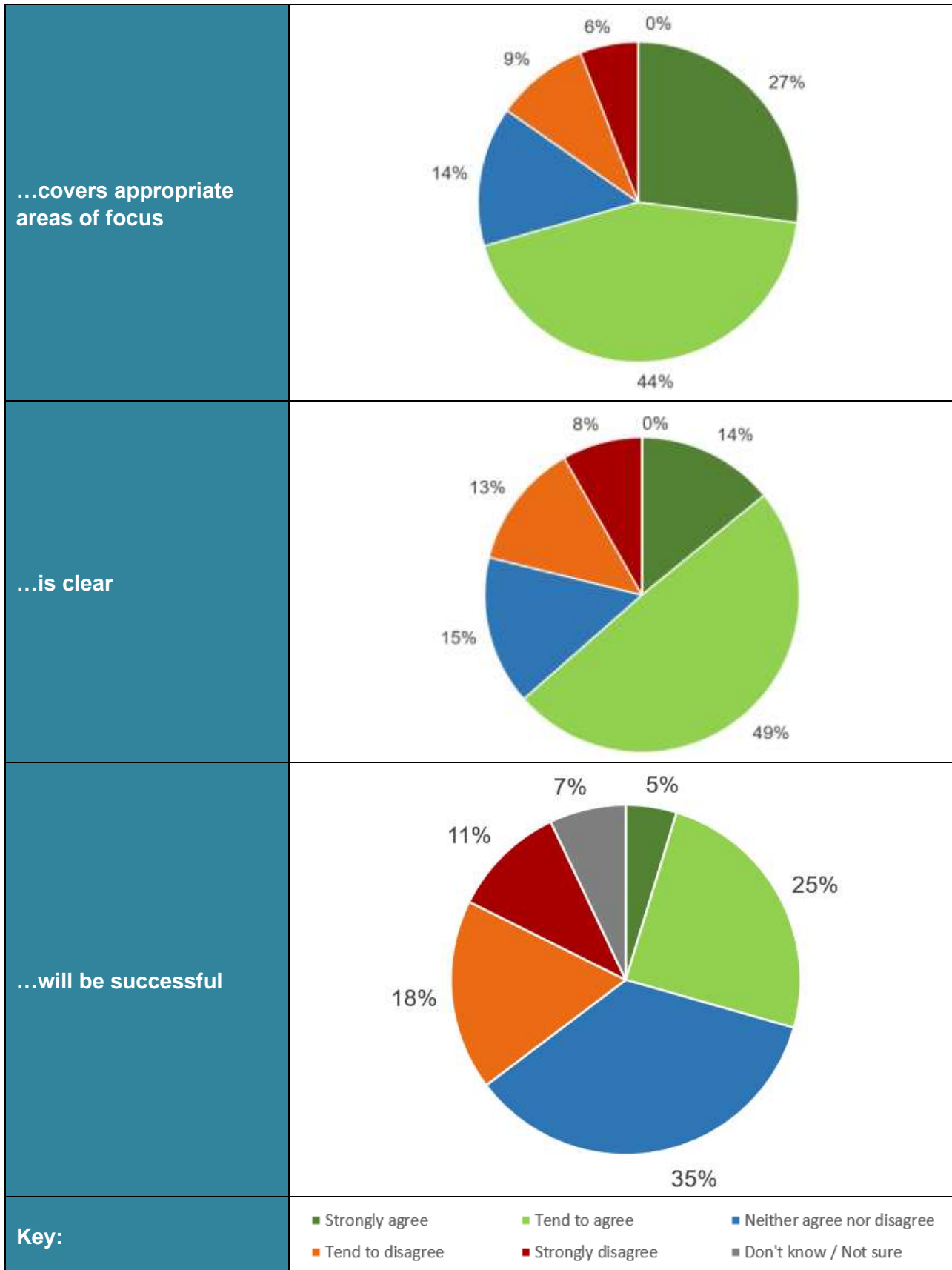
Priorities Intervention	Consultation Comments	Response
	Recognise walking and cycling sometimes conflict e.g. in pedestrianised areas	Noted - all modes of movement and potential conflicts between them to be considered when working up more detailed proposals.
	Enforce double yellow lines and dangerous parking on main routes and conflict with cycle lane e.g. parking near St Mary's Church	Noted - parking enforcement beyond remit of TCVP
	Need to recognise not all can walk/cycle and therefore need to retain some parking	Add at the end of What on p80: Whilst seeking to encourage walking and cycling it is acknowledged that not all people are able to do so and therefore car use will continue to be required in some circumstances
	Ensure new developments provide adequate provision. Some cycling lanes provided by new housing do not connect with cycle lanes into town	Noted - but outside the remit of TCVP. Covered by Local Plan
	Engage with volunteer groups such as Sandbach Footpath Group and Woodland Wildlife Group to promote natural assets in the town	P80 How. Last bullet edit: Consider linkages with local cycling clubs, walking groups and relevant volunteer organisations e.g. Sandbach Footpath Group to encourage walking and cycling P80 Who add: Local cycling and walking organisations
	A 'history walk' around the town connecting places of interest	Message already included in TCVP - see Action 4
	Consider pedestrianisation or pedestrian priority zones around High Street	Message already included in TCVP - see Action 2
	20mph speed limit zone within central town centre, but not surrounding major roads	Message already included in TCVP - see Action 2
Showcase Heritage and Tourism Assets	Promote and take pride in local heritage offer - The Town Council already supports the promotion of the town's heritage by enhancing the setting of heritage assets via the work of its rangers, floral displays etc	Agreed – add extra words on page *2 (Action 4) to reflect this The Town Council and other groups already promote the town's heritage, including through a series of events, and by enhancing the setting of heritage assets through the work of its rangers, floral displays etc. There is scope to expand upon these assets,....
	Introduce a Conservation Area to protect heritage assets	Noted - CEC to consider through local planning process and oversight to protect appropriate heritage assets.
	Consider more history and heritage themed events and trails e.g. May Day Market	P82 How last para: More events focused around heritage, such as a May Day Market , should also be considered with scope to link to showcasing the towns other assets.
	QR codes idea received mixed views but integrated information via contemporary information stands and plaques suggested e.g. Chester	Noted re. QR codes P82 How 1 st para: The use of QR codes, apps and interactive information points means more insight can be offered...
	Make better utilisation of Sandbach Park and The Cobbles for events - lots of people suggested outdoor seating for bars and restaurants on The Cobbles or markets	P82 how para 4: Better utilisation of Sandbach Park for events and The Cobbles for events, markets and outdoor seating for bars and restaurants focused around heritage should also be considered with scope to link to showcasing the towns other assets
	Involve historic local businesses e.g. Faders/ERF/Bentley in relevant events e.g. Transport Festival and Faders Brass Band	P82 How. Move last sentence of first bullet to end and create new bullet:

Priorities Intervention	Consultation Comments	Response
		There could be scope to engage with local businesses in local relevant events e.g. Bentley for a Transport Festival or Faders Brass Band. Local businesses may also be willing to provide expertise to support the Town to develop a local app or QR codes.
	Encourage owners to maintain heritage assets	The aim of the TCVP is to increase the vitality of Sandbach and to encourage footfall and spend in the Centre. This should in turn support owners to invest in their properties. In the case of heritage assets the TCVP could be used to support funding for bids to Historic England/Heritage Lottery
	Improve park facilities with things such as model railway, crazy golf, café improved toilet facilities	Noted - details would be worked up in proposals to support improvements in local parks
	Provide a Sandbach Museum showcasing history and heritage	Noted - project to be considered by local stakeholders
	More town centre accommodation required – hotel and motorhome options	The development of hotels will be undertaken by the private sector. The TCVP seeks to raise the vitality of Sandbach to support the private sector to invest.
	Betting shop building detracts from the Square and obscures view of Church	Noted - outside the remit of the TCVP individual landlords determine
	Mobility issues created by uneven surface of The Cobbles	Noted - proposals to improve specific areas of Sandbach will be determined as part of detailed projects
Raise the Profile of Sandbach	Sandbach has a reasonable profile proportionate to its offering and already well-supported	P84 How add as an intro para: Whilst Sandbach already has a well-supported and reasonable profile proportionate to its size and offering, a number of actions could be considered to further raise the profile of the town:
	Better website that is kept up to date and promotes the many assets, facilities and community groups. Include link on Council website.	Agreed - picked up through 'how' for this action P84 How last para: ...including its assets and facilities together with profiles of local businesses (and individuals to make it more personal), local walks, cycle routes etc. Links to relevant websites including community groups could also be provided.
	Extend reach online and social media to better promote Sandbach including Town Council	P85 how. Add new bullet: Promotion of Sandbach via dedicated social media channels
	Producing an events calendar	Agreed - already picked up through 'how' for this action
	Appoint a non-political Community Major to promote Sandbach	Message already included in TCVP - "establish Town Ambassadors"
	Use Sandbach Services and banners on the M6 to promote town	Action 5 supports raising the profile of Sandbach. Suggests are noted and will be reviewed in working up detailed proposals
	Consider how to promote the town to those not online or tech savvy	Agreed - already picked up through 'how' for this action
	Use library as an information hub	P85 how. Add new bullet: Provide information on things to do in Sandbach within the Library
	Involve community, volunteer and sporting groups	P85 how. Add new bullet: Engage with established community, volunteer and sporting groups to promote things to do and special interests
	Promote heritage assets including through tourist information boards	Message already included in TCVP - see Action 3

Priorities Intervention	Consultation Comments	Response
	Free Wi-Fi in the town centre	The is beyond the remit of the TCVP but key stakeholders are working with operators to improve digital connectivity across Cheshire
	Signage/ way finding for visitors is non-existent at the moment	Noted - already picked up through 'how' for this action
	Tighter on anti-social behaviour will lead to more visitors	Noted - but outside the remit of the TCVP
Mobilising the Business Community	Greater collaboration and engagement between businesses e.g. reinstated Traders and Retailer Group or Chamber of Commerce	Acknowledged in "what" on P86 of TCVP P86 How add new para after 3 rd para : This action could be supported through the establishment or reinstatement of business groups such as Traders and Retailer Group, Sandbach Partnership or Chamber of Commerce. In the interim, the Town Council is keen to work with the business community to build linkages and develop this action.
	Challenging without financial incentives	Page 86 How 1 st para add: Whilst it is recognised that it is challenging without financial incentives , local stakeholders and businesses should be encouraged to collaborate can generate new opportunities to share customers, cross sell etc.
	Support local independent businesses	Agreed - picked up within this action
	Encourage town centre businesses to improve their curb appeal e.g. shopfronts, litter, cleaning etc	Agree - the overall TCVP seeks to increase vitality in Sandbach which should support landlords to be more willing and able to invest in their properties
	Remove rents for market stalls as a promotional offer for 24 months and advertise	The ability to determine rents for the market stalls and other operational changes is outside the remit of the TCVP
	Businesses are engaged and consulted around initiatives and local plans	P86 What add: Engaging and consulting with these local stakeholders and businesses...
	Approach the banks to move into smaller premises and retain services e.g. Banking Hub	Noted - Beyond the scope of TCVP
	Encourage outdoor seating for bars and restaurants on the cobbles. Many responses for this	Message already included in TCVP - see Action 4
Improving Connections between key destinations and the Centre	Improved access between town centre and station very important including wider pavements and integrated bus service	Message already included in TCVP - see Action 3
	Join up pedestrian and cycle destinations	Message already included in TCVP - see Action 3
	Limited agreement with greening Scotch Common due to loss of parking	P87 How 2nd bullet: Greening of Scotch Common - to provide a clear walking route but retaining car parking provision
	Improve signposting including with distances and destinations to car parks	Agreed - picked up within this action P87 How 3 rd bullet: Provide better co-ordinated directional signage, with distances where appropriate , between town centre locations and surrounding assets to ensure locals and visitors understand direction and time between key destinations.
	Maps of the town, pointing to all the cut throughs, green spaces and footpaths needed	P87 How 3 rd bullet:

Priorities Intervention	Consultation Comments	Response
		Provide better co-ordinated directional signage and maps, with distances where appropriate , between town centre locations and surrounding assets to ensure locals and visitors understand direction and time between key destinations.
	Connect Albion Lock Estate to town centre via safe pedestrian route	Connection to surrounding residential areas picked up on P87 under What
	Utilise surrounding natural habitats to improve links	Message already included in TCVP - see Action 3
	Provide a safe walking and cycling route between Elworth and Sandbach	Already picked up on P87 under What
Other Comments	Some members wish to change the order of priorities	Feedback on the priority based on the results of the public consultation is identified in the final report. Which projects can be taken forward will be determined by availability of resources.
	Numerous concerns regarding scale of new housing development and lack of infrastructure to support	Noted but outside the remit of the TCVP. Proposals for new development are considered by CEC through the Local Plan process and in determining individual planning applications and infrastructure requirements associated with new development determined as part of planning applications

9.3 The following diagrams illustrate general feedback in terms of the TCVP:



9.4 The table below summarises additional comments received in respect of the Sandbach TCVP.

Specific Revisions to Sandbach TCVP	Response to the Feedback
<p>I wonder whether Park Lane above should refer to Middlewich Road? The map on page 53 does not show this. Page 52 however shows two schemes that the Park Lane option might relate to:</p> <p>'S5m - 'Improve cycling links from Elworth via Park Lane'. Description: 'Improve cycling links from Elworth via Abbeyfields development/Park Lane towards Waitrose area.'</p>	<p>Park Lane changed to Flat Lane</p>
<p>Scheme S_AT5 is mentioned on page 72 and has the description 'Aim to reduce severance and provide safer and better crossing facilities for pedestrians and cyclists at Old Mill Road/High St/The Hill junction' however, it achieves the opposite.</p>	<p>Noted but this text is extracted by CEC documents. CEC Highways to note</p>
<p>Relevant Town Council Current Projects / Initiatives / Contributions</p> <p>In addition to its ownership and promotion of key town assets the Town Council also contributes to Town Centre vitality in the form of provision of, for example, additional ranger services, substantial floral displays throughout the town and funding for various major annual events e.g. Transport Festival.</p> <p>The Town Council also currently has a number of initiatives, at different stages of progress, which are relevant and should be taken into account as part of the achievement and delivery of the emerging TCVP priorities as follows:</p> <ul style="list-style-type: none"> ▪ A new website with improved public information and access (approved and planned for implementation January to March 2023) ▪ Small common car park refurbishment (approved and planned for implementation Spring 2023) ▪ Improved and enhanced parks (working group subject - 2023) ▪ Skate Park (working group subject 2023, subject to agreement of joint funding package and location) ▪ Indoor and Outdoor Market development (ongoing) ▪ Feasibility of public toilet refurbishment and commitment to Changing Places facilities subject to CEC assistance for securing grant aid and affordability ▪ Access improvements across the Town Centre identified by the Town Council's Access working group and requiring joint working and funding with CEC to deliver 	<p>P82 What 1st para add: The Town Council and other groups already promote the town's heritage, including through a series of major annual events such as the Transport Festival,</p> <p>P84 How second para: As a first step a revamped or A new website for Sandbach has been approved by the Town Council and planned for launch in 2023. It will provide an improved single point for information that is relevant to existing and new residents; local businesses; community groups; and visitors. It should also provide information on:</p> <p>P87 What add: Improvements to the links which connect these assets to the town centre are already being identified by the Town Council's Access Working Group and will require working jointly with CEC to seek funding to deliver. Improved connections across Sandbach will encourage more sustainable movements as well as encouraging more trips back into the town centre.</p>
<p>3. Encourage walking and cycling - PRIORITY</p> <p>The Town Council has recently joined the Community Rail Partnership and is working towards match funded community projects to enhance walking cycle links to the station as well as other initiatives.</p>	<p>The priority actions have been identified through the public consultation exercise and include the following:</p> <ul style="list-style-type: none"> - Deliver a movement plan/reduce car dominance - Mobilising the business community - Improve connections between key destinations and the centre <p>P80 What, Add: Support cycle and walking routes from the town centre to the Train Station in Elworth. The Town Council and Community Rail Partnership are already working towards match funded community projects to support this aspiration.</p> <p>P80 Who, Add: Community Rail Partnership</p>
<p>6. Mobilising the business community</p> <p>The Town Council is keen to work with its business community and will endeavour to develop these themes. The Town currently does not have an active Chamber of Commerce and the Sandbach Partnership has recently</p>	<p>P86 How add new para after 3rd para :</p> <p>This action could be supported through the establishment or reinstatement of business groups such as Traders and Retailer Group, Sandbach Partnership or</p>

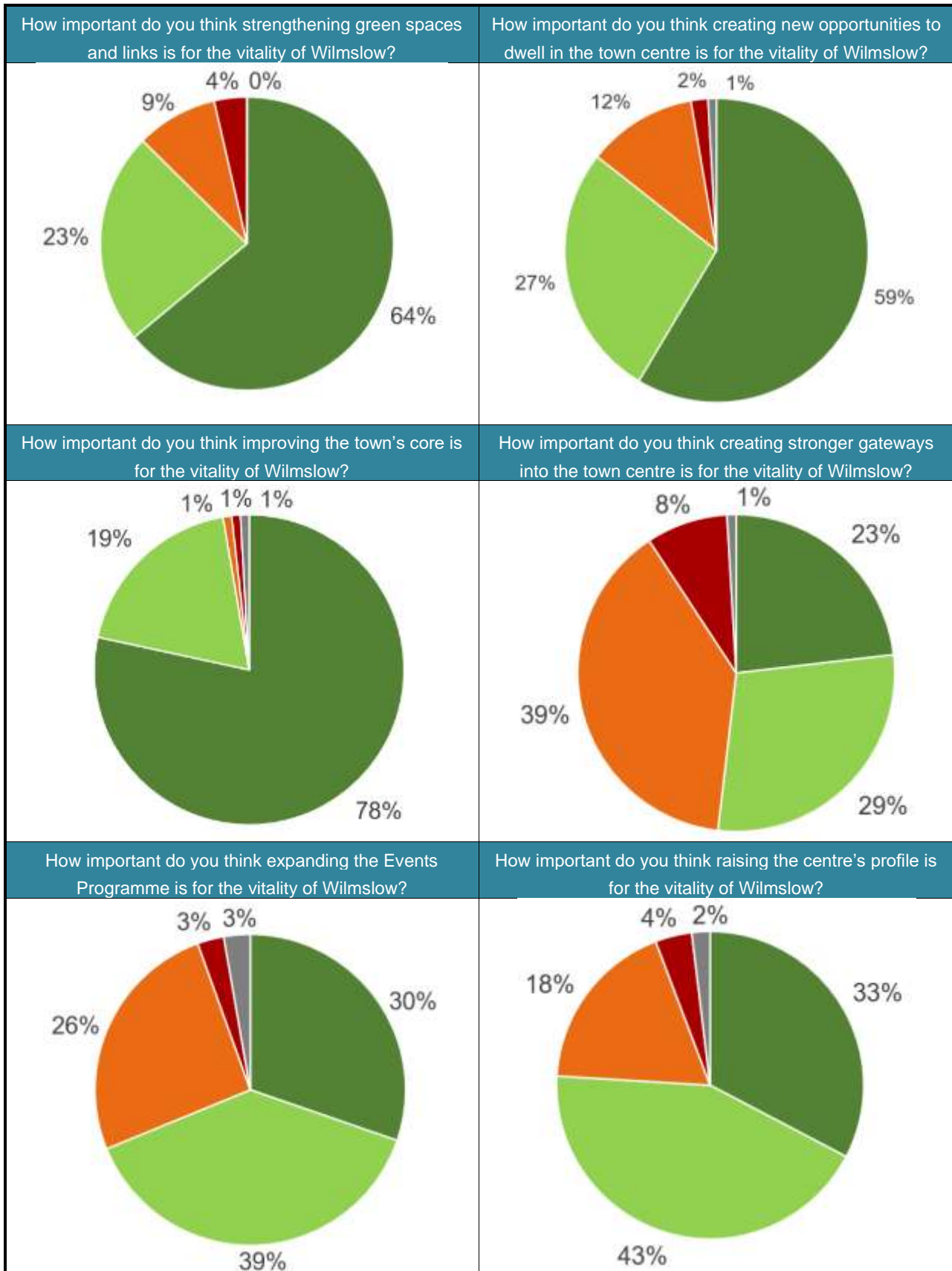
Specific Revisions to Sandbach TCVP	Response to the Feedback
<p>ceased to operate and is reviewing its membership. This reduces capacity in the town to deliver such aspirations but we will work with the community to re build these links in whatever way works best for the town.</p>	<p>Chamber of Commerce. In the interim, the Town Council is keen to work with the business community to build linkages and develop this action.</p>
<p>Finally, many of these priorities require the Town Council and Cheshire East Council to work closely and to allow access to expertise and advice within the Borough for e.g. external funding bids for changing places / play area grants, infrastructure improvements to pavements, funding available for improvement to cobbles and other spaces, improved signage across the wards etc. to make things happen. It would be enormously helpful if these links could be emphasised and identified within the final TCVP as part of the action plan.</p>	<p>The TCVP recognises the importance of this and sets out a series of recommended centre wide actions to support delivery at pages 90-93.</p>

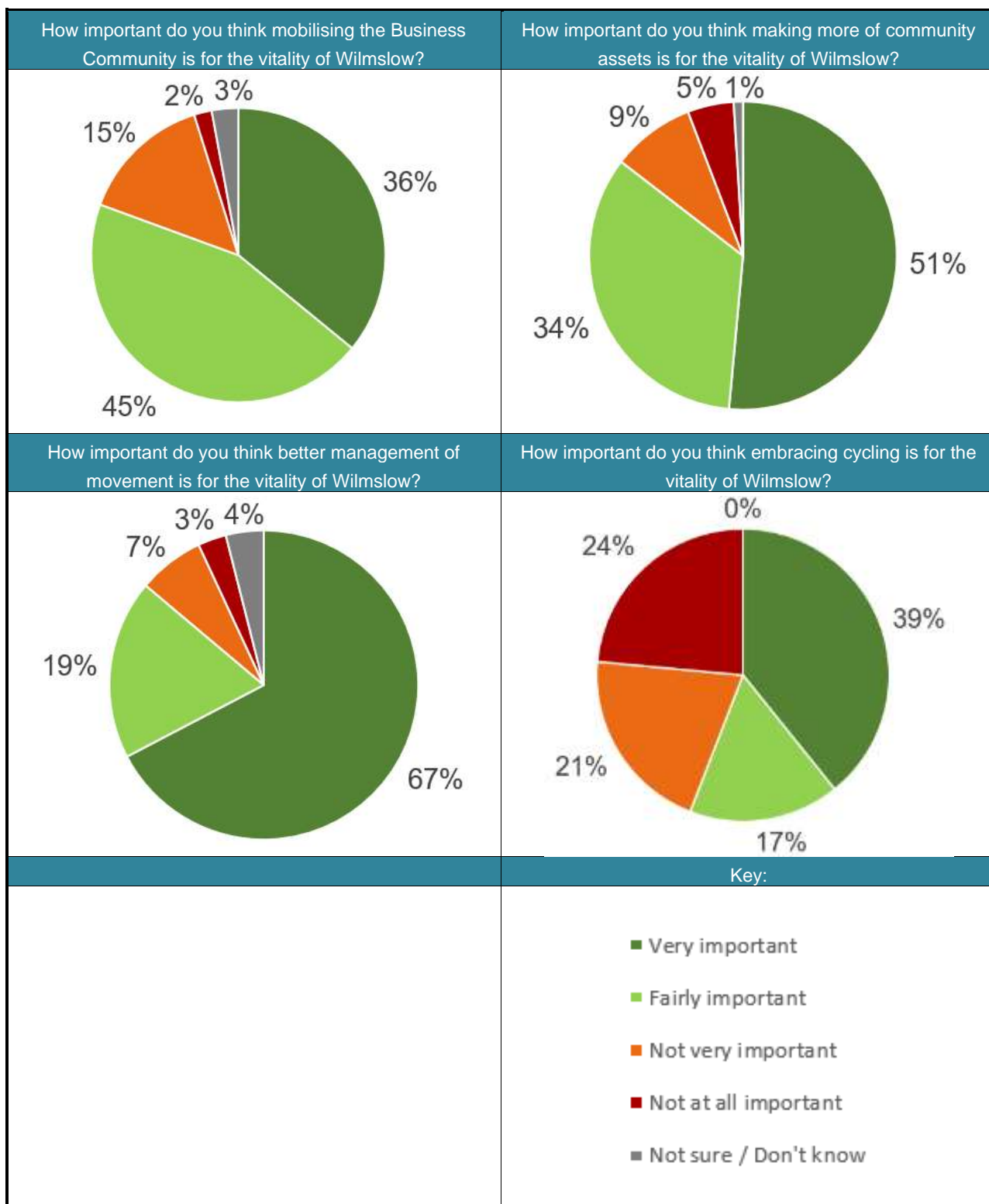
9.5 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	80
	Group, Organisation or club	2
	Other	3
Gender Identity	Male	41
	Female	38
	Prefer not to say	4
	Self-describe	1
Age Group	16-24	1%
	25-34	10%
	35-44	10%
	45-54	31%
	55-64	13%
	65-74	18%
	75-84	10%
	85 and over	0%
Prefer not to say	8%	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	86%
	Any other White background	0%
	Mixed: White and Black Caribbean/African/Asian	0%
	Asian/Asian British	2%
	Black African/Caribbean/Black British	0%
	Prefer not to say	8%
	Prefer to self-describe	4%

10.0 Feedback from Wilmslow

10.1 111 responses were received in respect of the Wilmslow Report. The level of support for the identified priority areas is identified in the charts below:





10.2 A summary of the specific comments received in respect of each of the proposed priorities for intervention in Wilmslow is provided below. The response includes how the Final Report has been edited to take into account the comments where appropriate or relevant:

Priorities Intervention	Consultation Comments	Response
Strengthening Wilmslow's green spaces and links	Need a "necklace" of green walkways around the town. We need "green routes" to be signed around town, either with no traffic (wider pavements and segregated bike lanes) or 20mph limits. Need to be able to safely access all the schools and all the key parts of the town (station, library, leisure centre, post office etc) safely	Agree - details provided in Action 1
	Green spaces already strong	Noted but scope to improve
	Greater pedestrianisation of key routes into and around the town centre would help achieve this. The town centre is dominated by cars which is off putting for pedestrians and doesn't make the best of Wilmslow's green assets. Comments were also made for the need to promote the important "green spaces" provided by the Carrs, the Memorial Gardens, and St Bartholomew Church. It was suggested that signage and information be provided both in the Town Centre and at the Carrs Park to inform residents and visitors of these routes. Include links to Wilmslow Park and between Bollin Valley West (Carrs) and Bollin Valley East i.e. Pelican crossing with signage to BV East and West	Agree - initial ideas identified in Action 1. Detailed proposals should consider suggestions made as part of the consultation alongside ongoing work of the Wilmslow Neighbourhood Plan Implementation Group
	There is no specific reference to ongoing pocket park design in this section (although it is referenced in action 2) (Green Lane / Alderley Road junction) but generally in line with WNPIG vision	Add new sentence at the end of p76 Wilmslow Neighbourhood Plan Implementation Group is working up proposals for improvements to pocket parks
	Need to improve safety for pedestrians trying to cross Hawthorn Street to Little Lindow, as Hawthorn Street is used heavily by traffic trying to bypass the town centre	Noted – suggestion to be considered as proposals are worked up for the Centre by the Wilmslow Neighbourhood Plan Implementation Group and other stakeholders
	Highlighting a walking tour could be very beneficial - Wilmslow Walks - promote hard copies and on line	Add new bullet point under How Align to Action 6 create a series of Wilmslow Walks to highlight local walks and links to existing walks in the wider area
	Walking must also include cycling, so that any routes built are not only suitable for people cycling, but for mobility scooters, hand cycles, wheelchairs, etc.	Agree creating a better balance for all users of the town is an explicit aim of the TCVP and supported by a number of the actions
	Need to support plans for the redevelopment of Jim Evison playing fields.	Suggestion to be considered as proposals are worked up for the Centre by the Wilmslow Neighbourhood Plan Implementation Group and other stakeholders This is to be determined by detailed proposals
	Making routes joined up and pleasant will support healthy activity. A safe and waymarked route - there is no pedestrian crossing across Manchester Road near the Memorial Garden, and currently no pathway under the viaduct following the river bank.	Agree - aim of Action1 Add at the end of What and support healthier lifestyles Noted - suggestion to be considered as proposals are worked up for the Centre by the Wilmslow Neighbourhood Plan Implementation Group and other stakeholders
	Bedells Lane/Hawthorn Lane in particular feels dangerous and unpleasant to walk along but is a key route. More needs to be done to help people feel motivated and safe	Agree creating a better balance for all users of the town is an explicit aim of the TCVP and supported by a number of the actions Plan updated to reflect areas where enhanced pedestrian experience is needed

Priorities Intervention	Consultation Comments	Response
	to walk instead of drive and to slow cars down on rat run routes around the town centre.	
	Lindow common could be open to the public	It is already open to the public
	Believe scope to improve pedestrian connectivity to the enhanced Little Lindow public space from the Town Centre and have been looking at potential Highway improvements at this junction	Noted - details to be determined by future proposals. Plan highlights routes to be improved between Little Lindow and town centre.
	The trees in Wilmslow are a fantastic asset and should be considered for enhanced TPO coverage to protect them for future generations.	Noted - CEC review the need for Tree Preservation Orders
	Must be aligned to better maintenance of green space, drainage and signage	Already recognised in the TCVP - see p94
	Concern sewage and pollution in the Bollin	Noted but outside the remit of TCVP
	Make sure good links into green spaces outside of the Town in rest of Cheshire and South Manchester	Add at end of where on p75 including ensuring links to walks in the rest of Cheshire and South Manchester
	Identifying the Romany Garden / Romany Walk and its restoration which has been accepted in principle ... potentially an area to recognise "Legends of Wilmslow" in addition to Romany	Noted - Labels added to plan
	Potential for new tree planting should be included	P74 edit Existing public realm, spill out space, urban grow spaces and additional tree planting and soft landscaping could combine to create a series of links which better connect Wilmslow with its existing green space assets
Creating more opportunities to dwell in the centre	Numerous comments have said there is a need for all weather pavements and that pavements are broken and hazardous - need to be better maintained and also suitable for wheelchairs and prams	All TCVPs include a recognition for the need to improved maintenance of pavements and greenspace see p 94
	Strong support for improvements to Tesco block which is widely seen as an eyesore and attracts anti-social behaviour	Key recommendation of TCVP - see Actions 2 and 3. Potential schemes are being worked up by Wilmslow Neighbourhood Plan Implementation Group
	Do more with area around HSBC/ Bank square should be utilised every day through markets etc would benefit from more planting	Key recommendation of TCVP - see Actions 2 and 3
	Support to make more of Gove Street for outside dining . The gate at the top of Grove Street needs to remain closed and vehicles should not be allowed access unless in an emergency outside of the permitted hours. The cars that continually park at the bottom of Grove street (Bank Square end) need to be stopped. Pedestrian area needs repaving	Key recommendation of TCVP - see Actions 2 and 3 Specific details to be worked up as part of detailed proposals
	Continuing the theme of artwork, benches & tables along the verge to Alderley road is a good idea	Identified in Action 2
	Safe crossing point near top of Parkway or Broadway	Noted - to be considered in working up specific proposals
	Artworks could be situated along QR code walk	Agree - identified in Action 4 To be considered in working up specific proposals
	More maps to show different routes which can be taken	Agree - identified in Action 4
	Lack of flood lightning of the viaduct	Noted - to be considered in working up specific proposals

Priorities Intervention	Consultation Comments	Response
	Anti-social behaviour is increasing and therefore more things for the youth to do is important	Agree - various actions make recommendations to increase activities for young people
	Many people have stated the use of outdoor heaters is wrong for cost and should not be used due to energy crisis	Remove bullet 5 from How
	Need more notice boards and need to be regularly updated	Agree - identified in Action 6
	More picnic areas area needed closer to leisure facility	Agree - identified in Action 2
	Need to encourage private landlords to bring vacant units back into use – moving from retail to residential / leisure / office.	Agree the overall TCVP seek to increase vitality in Wilmslow which should support landlords to be able to attract occupiers/support repurposing of units
Improving the Town's Core	Mixed up Grove Street and Green Lane. Actual Green Lane is shown one way but which direction	Plan amended
	Wilmslow library provides a great service and should be more integrated into the core of the town. If the idea is to add picnic tables and pop-up coffee shops this could be a great building to centre this on - use the library as the civic heart of the town Needs improved links to main centre - Pedestrianising the southern access towards the library from Sainsburys would help to link the library more to the centre - Revitalization of the Library site would be considerably aided if the same were done for the "Romanys Garden"/potentially an area to recognise "Legends of Wilmslow" in addition to Romany. Consideration should be given to providing information boards for the latter.	Agree - identified in Action 2 and 3
	Various comments on better range of shops especially fresh food	The ability to attract occupiers into the town is related to its vitality. TCVP seeks to increase vitality in Wilmslow which should support landlords to be able to attract better/more occupiers
	Many people talk about the Tesco block as being one of the main eyesores of the whole centre current issues with anti-social behaviour - Area in front of Tesco can be improved through benches, artwork and planting	Key recommendation of TCVP – see Actions 2 and 3 Specific details to be worked up as part of detailed proposals
	A food hall/market would make a good addition to the town – old sports bar building could be revamped into an indoor market supporting a shift from retail to more leisure Build upon outside eating experience that thrived during Covid – deter people from heading into Manchester or Altrincham	The ability to attract occupiers into the town is related to its vitality. TCVP seeks to enhance vitality in Wilmslow which should support landlords to be able to attract better/more occupiers
	Focus on Wilmslow's historic buildings and bring them into the mix.	Historic assets are recognised in the TCVP baseline. How they can be made more should be considered in working up specific proposals
	Wilmslow needs a core place to visit but needs to shift from retail to leisure and hospitality	Agree - see Action 3
	Semi covered areas could encourage more footfall	Agree - to be considered in working up specific proposals
	Introduce more green walls and roofs with better appearance	Noted - to be considered in working up specific proposals
Creating stronger gateways into the Centre	Consideration should also be given to enhancing around Tesco's with a further green project at the junction of Alderley Road and Parkway (Costa and BP Garage).	Agree - see Action 3 Details to be worked up as part of specific proposals

Priorities Intervention	Consultation Comments	Response
	Together, these two developments (i.e. Tesco block) would enhance footfall in the area and strengthen the "Green Gateway"	
	Route between the Station and the Town Centre needs to be enhanced - including signage, lighting, quality paving, planting as well as pathway under the viaduct following the riverbank	Agree - see Action 1 and 4
	Better information on how to reach green spaces is needed	Agree - see Action 1
	Strengthen links with National Trust/ Quarry Bank	Add new bullet how p87 Establish stronger links with tourist attractions in the local area including Quarry Bank Mill
	Convert service roads into parklet spaces	Exact location of parklets to be determined locally but principle is supporting - see Action 1
	Key gateway into Wilmslow is the avenue of stately copper beech trees overhanging Manchester Road as you approach from Handforth. Maintain this, and other, tree-lined avenues should be a high priority. Needed to support sustainability and biodiversity	Add Manchester Road to where on p 75 Agree sustainability and biodiversity should be key factor of the TCVP., however focus of this action is around improving the frontage and use of space at the Manchester road roundabout
	Closer link to Rex cinema would encourage more visitors	Agree - the Rex is recognised under a number of actions as a key assets which should be harnessed
	Entry from M56 along Altrincham Road and Water Lane is devoid of any significant welcoming signage or planters	Action 1 and 4 supports improves at key gateways and along key routes. Details to be worked up as part of specific proposals
Expanding the Events Programme	More markets/Pop-up stalls supported. Artisan market should be moved back to a Sunday. Peoples shopping habits have changed and the Artisan market on a Sunday would free up space for people who genuinely want and do come to town on a Saturday to. If held on a Sunday like Knutsford and Macclesfield and Warrington it would allow for the town to benefit from 7 day a week activity	Will be determined by market operators and stallholders but the TVCP should support improvement to the vitality of Wilmslow
	There is a strong volunteer ethic in the town which could be tapped into without much support from CEC. Recognise the groups that put on events - Wilmslow's Festival of Nature organised by Transition Wilmslow, and Transition Wilmslow's regular events including Repair Cafes, its Community Market Gardens and Walks and Talks; ; Wilmslow Guild for Lifelong Learning, the Art Trail (sometimes Art Under One Roof), In Bloom, Love the Lane, The Carrs, Wilmslow Civic Trust. Other groups include Cycle Wilmslow	What p 86 Add after events second line many of which are organised by Voluntary Groups... then add Festival of Nature including the Car Free Street Day after the Artisan Market add Voluntary Groups including under Actions 5 and 6
	The two festivals of nature was seen as a great event included a Car Free Street Day in Alderley Road and, Some also keen to see car show. Make more use of carnival fields and more arts and sports centres	See edit above How p86 add new bullet Hold events across a variety of locations including Leisure Centre, Carnival Park and other open spaces
	Don't just do events for kids/families should do for others in society	P86 what Under what 6 th line after expanded to attract a wider mix of attendees And follow on with and promoted

Priorities Intervention	Consultation Comments	Response
	Some concern that uses car parks for events will add to existing issues with car parking	The potential of using some of the existing car parks for events would need to be determined for specific events and ensure that sufficient car parking was available for associated visitors
	The recent car free day on 25th September and the Jubilee events demonstrated that people really want more events. Feedback from all events have been positive	Noted and consideration should be given to holding the initiative again
	A few people have stated the events are good and that there is enough	Noted but there is still scope to make these even better attracting a wider range of visitors
	Idea of linking most entertainment/leisure facilities to benefit mutually from increased footfall	Agree - supported in Actions 5 and 6
Raise the Centre's Profile	Appearance of shops needs improving	TCVP seeks to improve the vitality of Wilmslow which should support landlords to see the benefits of investing in their assets to attract high quality occupiers P84 add at the end of first para under what This in turn should support landlords to invest more in their properties
	Generally supportive of the concept of Town Centre Ambassadors. Improvement is needed in the distribution of the Wilmslow Town Council News. Consider a closer link to the Rex Cinema - a "Local News" feature produced for the cinema (e.g. via the Guild AV Group	Supported Actions 5 and 6
	Already have two Wilmslow.co.uk and Wilmslow hub could they not be working with Cheshire east rather than another website	Action 6 does recognised some of the good initiatives already taking place and encourage a single integrated platform – see below
	Need a distinctive product for all the partners to pursue. F&B is important but Wilmslow's offering is little different to other towns. How can we attract differentiators that partners can promote	Agree - something that key groups will be able to work together to determine
	Para under what on p87 is confusing	Edit what p87 as follows Change . at end of line 6 to , change Offering to offering. Replace last sentence to read. Ideally this should become the go to single website/platform for the time Town which provides links to other partners websites to showcase what the town offers in terms of shops, amenities, events, education and opportunities to get involved.
	Transition Wilmslow is currently working with the Wilmslow Neighbourhood Plan Group to establish a "Countryside Access Guide to Wilmslow and its Environs". This will complement the existing cycle guide.	Add New bullet to how p87 Transition Wilmslow is currently working with the Wilmslow Neighbourhood Plan Group to establish a "Countryside Access Guide to Wilmslow and its Environs". This will complement the existing cycle guide
	Look at how successful the bees were in Manchester, or the frogs in Stockport - both done through an app and encourage people to visit the town, and dwell longer, thus connecting all of your suggested themes together - this is really important	Noted - to be considered in working up specific proposals
	Wilmslow Way Better has been a good and visible campaign	Agree and the TCVP identifies the benefits of building upon this

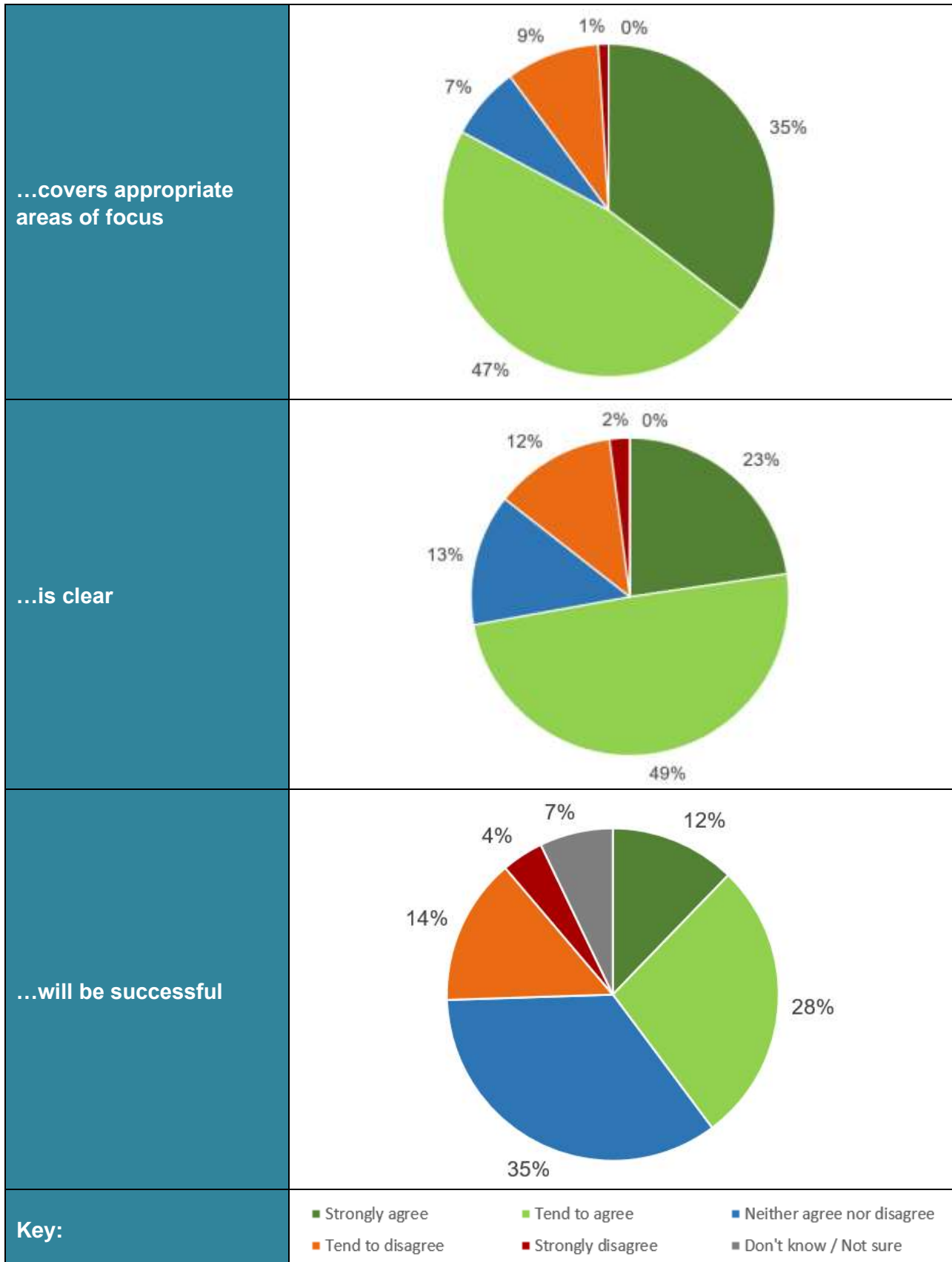
Priorities Intervention	Consultation Comments	Response
Mobilising Business Community	Needs better engagement from the community	Agree - will be supported by Action 6
	Need to lower business rates	Agree - but business rates are determined by Central Government
	The BID has already been voted in and due to start in November 2022	P18 remove is para under Business Engagement edit existing text to Wilmslow Town Council has appointed..... and then follow on with existing text and then add at the end of the current paragraph A Business Improvement District (BID) was established in November 2022 P 86 change second bullet point to BID and local businesses P87 change third bullet point to BID and local businesses P88 what remove second and third sentences and replace A Business Improvement District has just been established. And then and BID and to 4 th bullet under who P97 remove existing third sentence and replace with The BID has been voted in and started in November 2022 P98 middle column remove from Engagement to BID would on line 5 and follow on with The recently established BID will generate spend which will be... follow on with spent on locally agreed priori
	Perhaps a "Wilmslow card" (like the "Urmston card") so locals can sign up for a free card that then gives them certain special offers in local shops.	To be determined by local businesses - something the BID could look into
	The REX cinema is a great addition to the town, long may it stay, but linking it with other entertainment facilities will only encourage more people and therefore make Wilmslow a much more bustling place. Need to create atmosphere	Agree - it is acknowledged in various actions as a key asset which should be harnessed
Making more of Community Assets	The leisure centre classes and activities are poorly advertised.	P87 how change bullet 5 Better promote existing ongoing activities in the centre (e.g. leisure centre classes), events..... then follow on with existing text
	Needs community 'hub' a neutral place for people to get together that supports local independents. Something like Festival Hall in Alderley, the Storyhouse in Chester or Altrincham Market.	Noted - some good work is currently occurring between local independents. Could be considered by Wilmslow Hub Group
	Library / Romany area to be enhanced. Don't forget Chapel Lane area - not town centre but good to have small shop alternatives. Need to support plans for the redevelopment of Jim Evison playing fields.	Noted - to be considered by Wilmslow Hub Group/local stakeholders
Better management of movement	Switch the emphasis from car parking to traffic management. Need real push to get locals to walk/cycle. The priority has to be on of Alderley Road /Water Lane although accident stats suggest other areas as well, they appear to require less intervention.	Agree - numerous actions in the TCVp seek to support this
	The main problem with Wilmslow is parking - cars cramming themselves in any available place, which often causes the neighbours to be disgruntled and detract from the local frontages. Select a couple of town centre parking areas, and make it free for Wilmslow shoppers!! To detract from the workers taking these free spaces, make them free only from 11am for a period of three hours.	Supported in Action 9 Revise bullet point 1 under How to say Undertake review of car parking in the town centre to ensure there is sufficient supply of parking in appropriate location for key users - very short stay shoppers to pop in, medium stay for longer visitors and longer

Priorities Intervention	Consultation Comments	Response
		stay for workers. Consideration also needs to be given to the residential parking in the vicinity of the centre
	The town centre is dominated by cars and speeding is a real problem. Pedestrians are not given priority. On street parking is a real issue for residents near the town centre and local amenities especially around the Carrs Park. The problem with anti-social parking along Cliff Road persists and is in urgent need of a viable long term solution	Agree - numerous actions in the TCVP seek to support this
	Sorting parking is key - Not enough short stay parking. Too many cars parking on roads in the town centre. Make reasonably priced parking for office/retail workers. Make it possible for people to park for free for 20 minutes using a ticket to enable a quick trip to the bank/ shop as they do in AE car park. Also needs better signage. Comments on costs	Supported in Action 9 Revise bullet point 1 under How to say Undertake review of car parking in the town centre to ensure there is sufficient supply of parking in appropriate location for key users - very short stay shoppers to pop in, medium stay for longer visitors and longer stay for workers. Consideration also needs to be given to the residential parking in the vicinity of the centre
	Some support for the stalled triple decker car park at Broadway Meadow – should be free at weekends and a small charge during the week, people will come and shop here and stay in the town centre drink coffee and cake don't forget its free at Handforth dean to park your car	Noted - following feasibility work by CEC the proposals for additional parking at Broadway Meadow is currently on hold due to lower demand but will be reviewed again if circumstances change
	Not pedestrian or cycling friendly - 20mph speed limits everywhere please and narrower carriageways. Bedells Lane and Hawthorn Street a particular concern and could see greater traffic of town centre altered. Need to avoid speeding and rat-running	Agree - numerous actions in the TCVP seek to support this
	Train services need to be increased to bring more people in	Recognised - CEC to continue to lobby train operators to ensure services meet local needs
	Much better balance needed between the needs of pedestrians (including children and the elderly), cyclists and car/lorry users. At the moment car/lorry users are highly privileged - yet research indicates a better balance improves town centre vitality	Agree - numerous actions in the TCVP seek to support this
	E scooters have been welcomed by most people	Noted
	The creation of South Poynton Bypass has potential to relieve Wilmslow of traffic heading between the airport and Macclesfield. New signage is needed to encourage that. Stop directing airport traffic through the town centre	Noted - CEC to consider as part of wider management of local road network
	Traffic from motorway should be sent along A555 and then either A34 to North or East Wilmslow, A523 for Macclesfield or Bramhall	Noted - CEC to consider as part of wider management of local road network
	Park and ride scheme has been suggested	Park and Ride scheme only work in large town with very high levels of congestion. TVCP does support the need to review the current parking strategy - see Action 9
	Stop parking along shop fronts	There is a need for parking to be provided to allow shoppers to nip into individual shops - however the need to ensure a range of parking options is supported by the TCVP
	More traffic diverted via the A34/ A555	Noted - CEC to consider as part of wider management of local road network

Priorities Intervention	Consultation Comments	Response
	Reduce speed limit to 20 mph through the town centre	Noted - to be considered in working up specific proposals
	P73 – Movement Action Plan map - W_H1 Improve cycle safety at key junctions – can this also reference pedestrian safety and user convenience.	Add 'Improve pedestrian and cycle safety at key junctions' 'Explore and implement quick wins for improving safety for those on foot or cycle across the town, including enhanced/new crossings and advanced stop lines on major junctions.'
	Clarification of AT2 on Movement Action Plan requested (Full query below: There appears to be a conflict here with the description which states 'introduce a cycle route on Alderley Rd (N) towards Handforth'. - Alderley Rd (N) ends at Swan St traffic lights and becomes Manchester Rd. Does this refer to a cycle 'link' on Alderley Rd from say Barclays traffic lights to Swan St traffic lights for right turn to Station? Or perhaps more likely on Manchester Rd over the Bollin link roundabout and up to the existing (soon to be enhanced?) cycles lanes at Hilltop? Or even both of those i.e. Barclays to Hilltop? The main challenges here we believe are a) Bollin Link roundabout b) narrowness of Manchester Rd and c) necking at Bollin bridge. The proposed LCWIP scheme to Handforth that we are aware of, avoids all this by using Swan St, Church St, Chancel Lane, Cliff Rd (hopefully one way vehicular) and Styal Rd to Hilltop.)	Plan has been edited
Embracing cycling	Kerb protected cycle ways would help incentivise more cyclists	Noted - to be considered in working up specific proposals
	Better, more secure cycle parking is needed - not easy to use	Noted - to be considered in working up specific proposals
	Hireable bikes at the station	Noted - to be considered in working up specific proposals
	The "introduction of high quality safe cycle routes "would be greatly enhanced by the creation of 20MPH limits on Green Links routes. Like further consideration to be given to the safety of students travelling to Wilmslow High School	Noted - to be considered in working up specific proposals
	Quite a few concerns raised about cyclist not driving safely, concerned about not being insured or giving consideration to other users	Noted - to be considered in working up specific proposals
Other Comments	Stop people parking on pavements	Noted - but outside the remit of TCVP
	Issues with Litter - need more bins especially if encouraging people to picnic/sit in the Centre	Noted - needs to be considered when working up detailed proposals
	Better public transport might bring more people here - buses almost non-existent , train services now much reduced. In Greater Manchester public transport mostly free to national concession card holders - in Cheshire East everyone pays for poor services. Why can't CEC do a deal with the Greater Manchester Authorities to create a new GM/CEC travel area	Recognised - CEC to continue to work with other local authorities in the north to lobby government for further investment in public transport network
	Planning officers need to take more notice of Neighbourhood Plan	CEC officers to note

Priorities Intervention	Consultation Comments	Response
	Lot of plan seems outdated on focuses on coming out of lockdown	The TCVP has been prepared over a 2 year period. The baseline was undertaken in 2020 and actions are identified to support centres to respond to long term impacts on Town Centres and the impact of COVID
	At 100 pages it is way too long to expect your average resident to read it thoroughly and then understand what is meant. Also as mentioned in the plan as there is no funding available then how can any of the proposals be taken seriously	TCVP provides an evidence to support funding bids and resource for a wide range of partners to be able to draw on sections of the TCVP as required to support their activities in the Centre
	Please implement the proposals. A consultation was issued months ago to make the Manchester road / cliff road area more cycle & pedestrian friendly and nothing has been done!	TCVP seeks to identify a series of potential interventions and an evidence base to support funding bids. The next step is for local stakeholders to determine an action plan to support delivery of their priorities
	Although the vision is clear, the how we get there and how it is funded is not clear. Some costings and an overview plan would have been useful. The public will be dismissive and have less faith in local government if we sell a vision that never comes to fruition because of funding.	TCVP seeks to identify a series of potential interventions and an evidence base to support funding bids. The next step is for local stakeholders to determine an action plan to support delivery of their priorities
	More focus on sustainability and biodiversity - e.g. energy resilience and insulation	Sustainability is a key theme of all actions and underpins the TCVP - see p95
	Numerous mentions of lack of public toilets - should reopen the public toilet near Twinney's Bridge	Noted but outside the remit of the TCVP

10.3 The following diagrams illustrate general feedback in terms of the TCVP:



10.4 The table below summarises additional comments received in respect of the Wilmslow TCVP.

Specific Revisions to Wilmslow TCVP	Response to the Feedback
SWAT - The SWAT analysis is out of date with particular reference to the creation of a Wilmslow Town Centre Business Improvement District since the document was initially formatted.	See suggested updates below
The highlighted weaknesses relating to 'No effective Business Group' and a 'Lack of online presence and Branding' no longer applies with the creation of the BID and the 'Wilmslow's Way Better' brand. These aspects are now strengths and should also be recognised with amendments made to the opportunities to reflect.	P62 Add ' Wilmslow's Way Better ' brand to strengths and remove last two bullet points - No effective Business Group' and a 'Lack of online presence and Branding'
Spatial Access Plan (Page 70) - Please include reference to Romany Gardens link (adjacent Library) and proposed landscape masterplan	Text label added to plan
Parking management - Reference to traffic management on service roads and trial pop-up uses (the wording needs to be consistent as the headlines suggest the use of Alderley Road (Main Road) for pop up uses when in fact we believe that this relates entirely to the Alderley Road (service road). WNPIG proposing further highway studies with a view to improving car park access / egress off Alderley Road	Noted but this text is extracted by CEC documents. CEC Highways to note
Highway - reference only to cycle safety at key junctions and needs to also reference pedestrian safety and user convenience	Noted but this text is extracted by CEC documents. CEC Highways to note
Active travel - see detailed comments below - Active Travel AT 1-4, these proposals are welcomed, additional to and complementary with the published LCWIP schemes. AT2 needs further clarification	Noted but this text is extracted by CEC documents. CEC Highways to note
AT2 - Cycle link on Alderley Rd (N) to Wilmslow TC. We believe that greater clarity is required to aid understanding of the proposals. There appears to be a conflict here with the description which states 'introduce a cycle route on Alderley Rd (N) towards Handforth'. Alderley Rd (N) ends at Swan St traffic lights and becomes Manchester Rd. Does this refer to a cycle 'link' on Alderley Rd from say Barclays traffic lights to Swan St traffic lights for right turn to Station? Or perhaps more likely on Manchester Rd over the Bollin link roundabout and up to the existing (soon to be enhanced?) cycles lanes at Hilltop? Or even both of those i.e. Barclays to Hilltop? The main challenges here we believe are a) Bollin Link roundabout b) narrowness of Manchester Rd and c) necking at Bollin bridge. The proposed LCWIP scheme to Handforth that we aware of, avoids all this by using Swan St, Church St. Chancel Lane, Cliff Rd (hopefully one way vehicular) and Styal Rd to Hilltop.	Noted but this text is extracted by CEC documents. CEC Highways to note
The document also should include reference to Romany Gardens link and proposed landscape masterplan	Noted and referenced on plan
Note Wilmslow population figure incorrect on page 14 (it appears that the figure used is 10 times larger than is actually the case)	Figure on p14 needs to be changed to 24,497
7. Ecology Para 7.6 - add "Applicants should also refer to references in local Neighbourhood plans (e.g. Wilmslow Neighbourhood Plan Policies NE5 Biodiversity Conservation)	Add to end of section 4 See the Neighbourhood plan for further details e.g. NE5 Biodiversity Conservation

10.5 The below provides a summary of the characteristics of those who responded to the consultation:

Individual/member of panel	Individual	93
	Local Business	2
	Group, Organisation or club	3
	CE Ward Councillor, Town/Parish Councillor	2
Gender Identity	Male	40
	Female	53
	Prefer not to say	3
Age Group	16-24	1
	25-34	2
	35-44	21
	45-54	24
	55-64	23
	65-74	14
	75-84	11
	85 and over	0
Prefer not to say	3	
Ethnic Group	White British/English/Welsh/Scottish/Northern Irish/Irish	86
	Any other White background	3
	Mixed: White and Black Caribbean/African/Asian	3
	Asian/Asian British	2
	Black African/Caribbean/Black British	0
	Prefer not to say	4
	Prefer to self-describe	1

11.0 Overall Feedback

11.1 The following table sets on the level of support (agree or strongly agree) in respect of the TCVPs

General Feedback	Alsager	Congleton	Handforth	Knutsford	Middlewich	Nantwich	Poynton	Sandbach	Wilmslow
Covers appropriate focus	56	78	85	74	83	83	63	71	82
Is clear	51	73	78	68	76	72	67	63	72
Will be successful	30	39	50	35	39	41	36	30	40

- With the exception of Alsager, over 60% of respondents thought that the TCVP provided appropriate focus - for 6 centres it was over 70%
- With the exception of Alsager, over 60% of respondents thought that the TCVP was clear - for 5 centres it was over 70%
- Respondents were less confident that it would be successful - most confident was Handforth with 50%, the rest were between 30% and 41%

Key Priorities

11.2 The following table summarises common priorities (identified as very or fairly important) across the centres.

11.3 Considering the identified priorities across all 9 centres, a number of consistent areas emerged where respondent supported intervention. These include:

- Mobilising the business community to get more involved in improving the centres - over 65% in all centres
- Raising the profile of the centres - over 65% in all centres
- Enhancing public realm - identified as a priority intervention in all areas (except Knutsford) and in 7 centres over 60% of respondents considered this to be very or fairly important
- Improving connections was identified as a priority intervention in 7 centres and for all (except Congleton) over 65% of respondents identified this as very or fairly important
- Encouraging walking and cycling was identified as a priority intervention in 7 centres and for all (except Congleton and Wilmslow) over 65% of respondents identified this as very or fairly important

Priorities	Alsager	Congleton	Handforth	Knutsford	Middlewich	Nantwich	Poynton	Sandbach	Wilmslow
Enhance public realm	78	73 ¹	96 ³	-	66 ⁶	87⁷	-	64 ¹¹	86 ¹²
Improve connections	66	58 ²	-	71 ⁵	81	84⁹	-	80	87¹³
Reduce car dominance	60	-	92⁴	89	83	94⁹	-	65	86
Encourage walking and cycling	69	57	70	80	-	-	74	70	56
Raise areas profile	77	76	78	66	84	77	65	82	76
Mobilise business community	67	82	79	79	80	81	75¹⁰	81	81
Importance of public transport	89	83	87	86	89	-	-	-	-
Improve heritage and/or tourism	-	74	-	90	76	88	-	82	-
Make more of community assets	-	86	97	-	-	83	70	-	85
Tackle void properties	-	94	-	-	-	83	84	-	-
Improving gateways	-	-	-	-	-	79	-	-	52

Notes:

1. Related to two specific schemes around Museum (73%) and around Market Hall (57%)
2. Related to repairing severance across Mountbatten Way
3. Related to improving The Paddock and Meriton Park
4. Related to enhancing street environment on Wilmslow Road
5. Related specifically to green assets
6. Related specifically to Brooks Lane
7. Related specifically to Swine Market
8. Related specifically Riverside
9. Related to need to improved parking strategy
10. Related specifically to community rather than business community
11. Related specifically to Market Hall
12. Related specifically to encouraging dwell time in the Centre (86%) and improving vitality (97%)
13. Related specifically to green spaces

Top Three Priorities

11.4 The top three priorities in each centre identified as very important were as follows:

Town	Top Three Priorities (very important)
Alsager	1. Improving public transport (60%) 2. Improving public realm (49%) 3. Encouraging walking and cycling (39%)
Congleton	1. Tackling voids (82%) 2. Improvements around the Market Hall (57%) 3. Enhancing public transport (57%)
Handforth	1. Making more of The Paddock and Meriton Park (78%) 2. Improving public transports (73%) 3. Enhancing the environment along Wilmslow Road (65%)
Knutsford	1. Improving public transport (67%) 2. Better managing of car movement (61%) 3. = Prioritising cycling and walking (47%) and Making more of heritage and tourism assets (47%)
Middlewich	1. New train station (76%) 2. Delivery of Town Wharf (64%) 3. = Reducing the dominance of cars and raising the town's profile (60%)
Nantwich	1. Improved car parking strategy (79%) 2. Enhancing the Swine Market area (56%) 3. = Connecting green assets and making more of the riverside and tackling void properties (52%)
Poynton	1. Connecting green assets and encouraging walking and cycling (57%) 2. Tackling voids (47%) 3. Making more of community assets (45%)
Sandbach	1. Improving connections between key destinations (51%) 2. Reducing car dominance (49%) 3. Mobilising the business community (47%)
Wilmslow	1. Improving the town's core (78%) 2. Better management of movement (67%) 3. Strengthening green spaces and links (64%)

Who responded?

Characteristics of Responders (%)	Alsager	Congleton	Handforth	Knutsford	Middlewich	Nantwich	Poynton	Sandbach	Wilmslow
>25	0	3	2	0	0	0	0	1	1
25-64	71	65	80	71	79	56	59	64	70
65+	21	25	16	23	18	40	34	28	25
White British	88	91	88	88	92	91	91	86	86

Appendix A - Example Summary CE TCVP Report used in the public consultation



Cheshire East Town Centre Vitality Plans

Town Centre Vitality Plan Draft Report

July 2022



Alsager Town Centre Vitality Plan Consultation Draft

Alsager Town Centre Vitality Plan - Consultation 2022

Change in our town centres

Town centres across the UK are facing unprecedented challenges. Changes in how we shop, in particular the growth in internet shopping, has significantly decreased footfall in town centres resulting in numerous store closures, leaving many centres struggling. These are trends that have only been exacerbated by the COVID-19 pandemic.

This draft plan is about establishing an agreed set of priorities, and is not a commitment of finance to delivery the proposals - funding would need to be sought once plans are agreed. Any actions would be taken forward as and when opportunities arise and resources allow.

Applying for funding to improve town centres

Cheshire East Council (CEC) is committed to supporting the vitality and viability of all town centres within the borough. When opportunities to apply for funding for town centre improvements arise, such as from central government, it is beneficial to have clear town centre plans already in place to support bids for funding.

We can also identify initiatives to support the vitality and viability of local centres which do not require significant funding, but which could be taken forward by local volunteers and/or businesses.

Creating Town Centre Vitality Plans to support funding bids

With this in mind, Cheshire East Council has commissioned an expert team to produce bespoke Town Centre Vitality Plans (TCVP) for each of the borough's nine Key Service Centres (KSC) as listed..



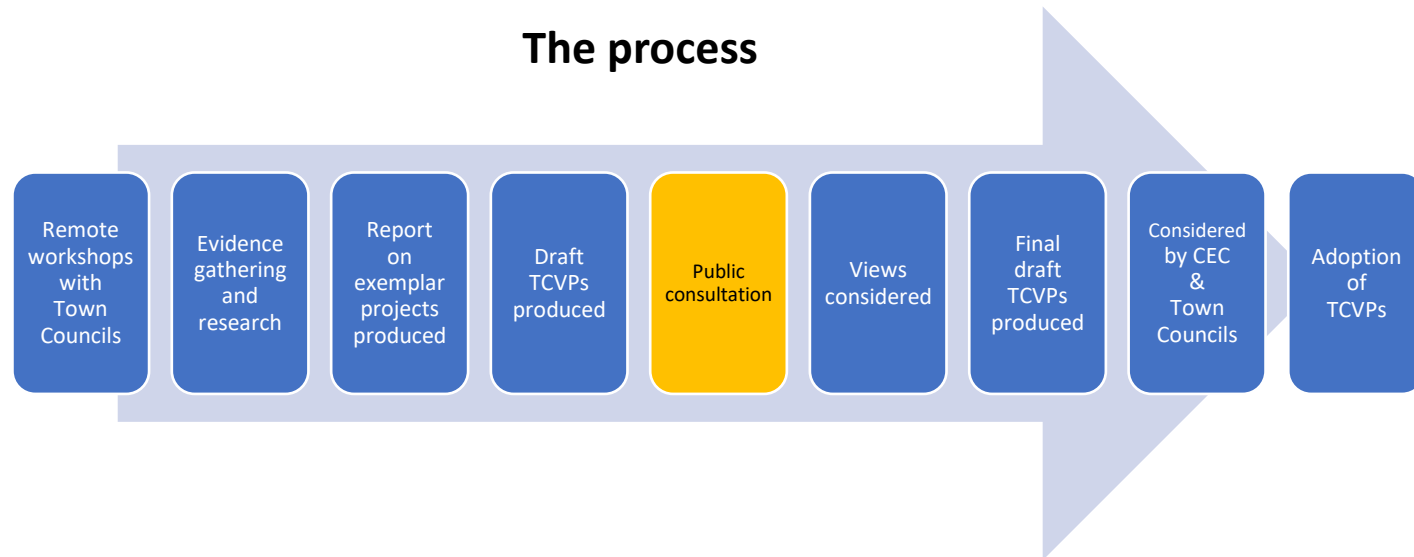
The 9 Key Service Centres which form part of this study

Aims and objectives

The aim is that the Town Centre Vitality Plans will provide a clear sense of direction for each Service Centre. They will also identify initiatives to support each Service Centre, as well as reflect the unique opportunities, specific challenges and local groups/stakeholders of each.

They:

- Are bespoke in nature, based on the individual circumstances of each town
- Are cross functional and seek to recommend a practical, realistic set of priority actions for supporting the vitality and viability of each town centre
- Are informed and tested by relevant policy and strategy, local stakeholder views, relevant research, commercial markets and spatial considerations



We would now like your feedback on the Alsager Town Centre Vitality Plan

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TCVP

Suggested priority areas for intervention as and when resources allow and opportunities arise

This is about establishing an agreed set of priorities it is NOT committing to a delivery solution or finance



1. Enhance Alsager's public realm- PRIORITY

What

Alsager is a vibrant town but it has a tired public realm that is detracting from the offer and in some cases, presenting issues to mobility where surface quality is poor. Partners have already prepared a Public Realm Strategy focused on the crossroad junction at the heart of the town centre. The delivery of an enhanced public realm could bring numerous benefits in terms of raising the town's profile and perceptions, encouraging walking, increasing dwell time and showcasing what Alsager has to offer.

How

Commissioned by the Neighbourhood Planning Committee, the Alsager Public Realm Feasibility Study was carried out in 2019 and suggests proposals for improvements to the public realm, which are endorsed under this action.

Public realm enhancement should:

- Prioritise works around the crossroads, up to the Crewe Road entrance to Milton Park
- Address poor quality highway and footway surfaces to ensure pavements and crossings are suitable for those with limited mobility or disabilities.
- Create a street environment that welcomes and values pedestrians- not one that feels hostile.
- Look at re-wilding pocket spaces as part of the works
- Review proposed public realm scheme principles to pick out quick delivery wins e.g. de-cluttering
- Progress the vision for Alsager's public realm to next stages of design (RIBA2/3), including identification of quick wins and an estimation of costs



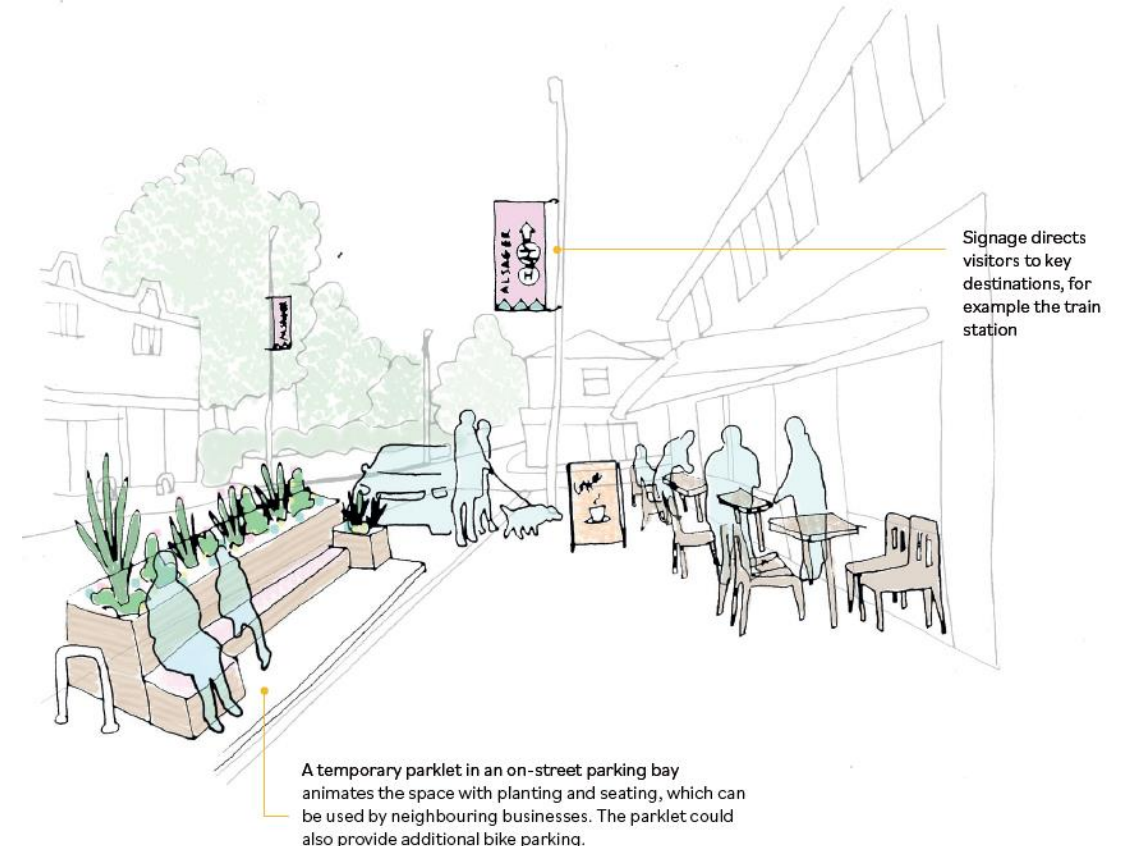
2. Improve connections between key destinations and the centre- PRIORITY

What

The town has several community assets located on the edge of its centre that are currently disconnected. Improvements to the linkages will encourage more sustainable movements through better connections with the train station and the promotion of walking and cycling via easier, more attractive routes. It will also encourage more trips into the town centre. Improvements can create improved links between the station, open spaces, planned residential development, existing residential areas, community infrastructure and wider outdoor recreational routes back into the town centre.

How

- Establishing a series of gateway points along important connector routes across the town to help with wayfinding and sense of arrival.
- Create an 'Activity and Accessibility' map for the town to showcase the wider connectivity to outdoor assets for pedestrians and cyclists
- Footway widening where possible to create improved walking provision and accessible access.
- Wayfinding signage between town centre locations and surrounding assets to ensure people understand direction and time between destinations.
- Improve crossings adjacent to key assets to enhance pedestrian accessibility
- Promote trails and linked activities across wider outdoor recreational destinations to encourage families to undertake cycle trips and outdoor activities
- Quick wins could include improving signage to key destinations and creating temporary spaces, such as parklets, to encourage activity along key arrival routes



3. Reduce car dominance - PRIORITY

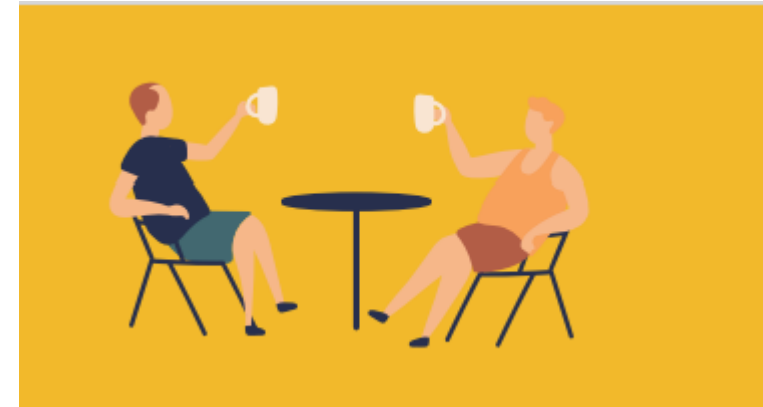
What

Reducing the dominance of cars on Crewe Road and at the heart of the town centre to encourage visitors to be able to dwell, creating a safer and more pleasant place to shop and relax. This priority is closely linked to priority 1.

How

The highway is currently too engineered and urban, with too much space for cars. Techniques to reduce car dominance and soften the street environment that could be considered include:

- Removal of street clutter (e.g. remove guardrail), improve pedestrian crossings, new good quality street furniture, tree planting and green infrastructure.
- Incremental change may work well – unless major funding source can be found to deliver transformational change.
- A 20mph speed limit through the town centre could be considered to improve safety.
- Narrowing of splayed junctions
- Initiatives do not need to be expensive e.g, in Macclesfield CEC covered the £1,000 cost for licenses to enable outdoor eating and drinking and local businesses paid for furniture/planters.
- Ideas can be tested as temporary measures to demonstrate how they won't impact negatively on businesses.



4. Encouraging walking and cycling

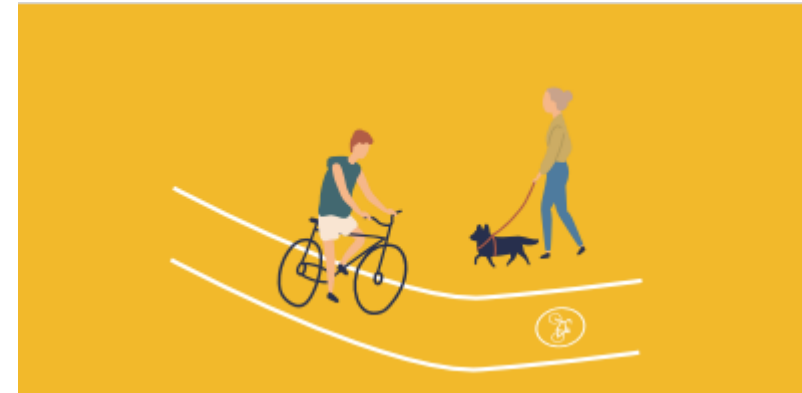
What

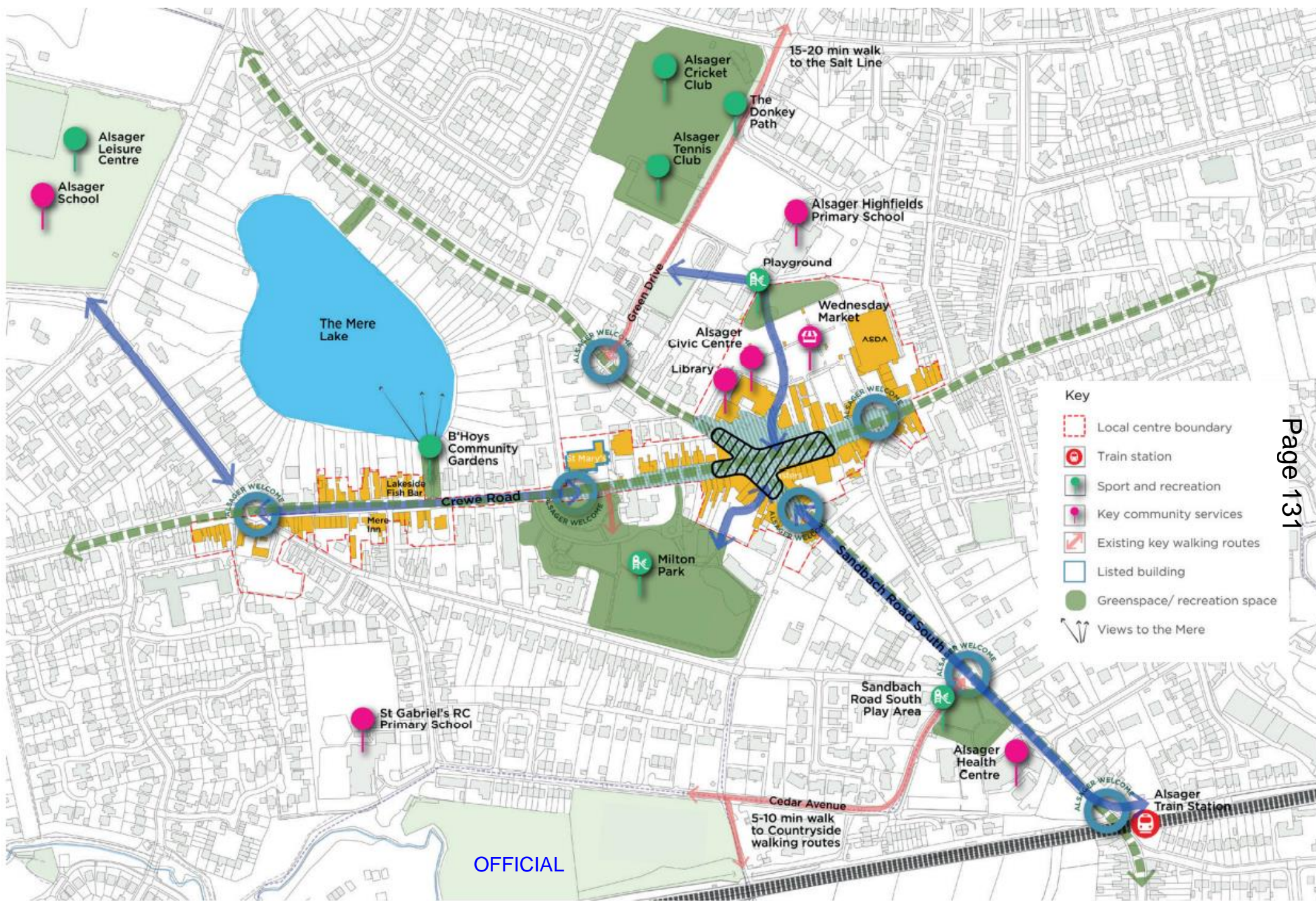
Opportunities for cycling are limited primarily to on-road, and therefore not suitable for most people. Therefore there is a need for improved cycling routes across Alsager. The Local Transport Delivery Plan (LTDP) identifies the B5077 and Sandbach Road South as priorities for improved cycling facilities.


The town centre is within a walkable distance for much of the wider community, but the quality of walking journeys is key to propensity. A detailed audit of key walking routes should be undertaken to identify improvements to local streets to support more journeys being made on foot.


How/where


- Create a network of streets that better support active travel across the wider residential catchment. This could include wider footways, improve crossing facilities and interventions to reduce traffic levels on important walking and cycling streets.
- The Alsager Partnership has created walking and cycling maps of the town. These need updating and used to make more people aware of the routes, through wayfinding, signposting, social media for example.
- Links to local cycling clubs
- Introduce safe, secure cycle parking in the town centre and at key transport/services/shopping destinations.















- 
Action 1:
 Public realm enhancement zone:
 Area of focus for public realm enhancements which could range from improved pavement materials and crossings to temporary seating areas and parklets

- 
Action 2:
 Priority corridors for enhanced connections between key destinations

- 
 Priority gateway for signage/wayfinding/artwork, to provide a clear sense of arrival into Alsager town centre

- 
Action 3:
 Reduce car dominance

- 
Action 4:
 Encouraging walking and cycling

- Key**
-  Local centre boundary
 -  Train station
 -  Sport and recreation
 -  Key community services
 -  Existing key walking routes
 -  Listed building
 -  Greenspace/ recreation space
 -  Views to the Mere

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5. Raise Alsager's profile

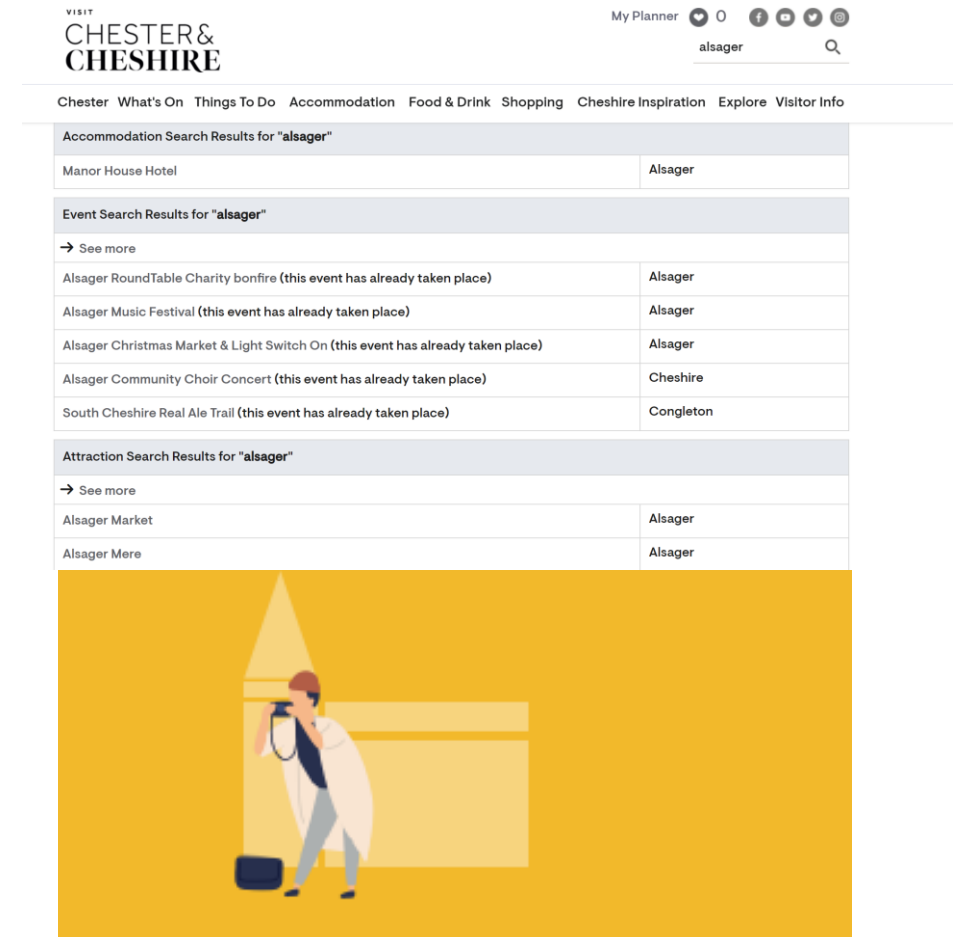
What

Create a platform from which to promote Alsager's great assets and numerous events to ensure that residents, visitors and local businesses are aware of what is on offer in the centre. This should support the centre to be recognised as the heart of the community.

How

Town Council and The Alsager Partnership have websites, however, many centres now have their own websites to showcase what their centres have to offer.

- A revamped or new website for Alsager should provide a single point for information for existing and new residents; local businesses; community groups; and visitors. It should provide information on:
 - The existing offer in terms of shops, bars, restaurant etc
 - Events programme
 - How local businesses can get together to identify collaboration opportunities
 - How to get involved in local groups
 - What's on offer in the local and surrounding area including tourism attractions
- Consideration given to developing a brand
- Link with other partners' websites (e.g. CEC and other market centres).
- Alsager has a page on the Visit Chester and Cheshire website that promotes the town –to update with additional content to showcase the town



6. Mobilising the business community

What

Alsager already has a strong network of local community groups who support the town and its amenities including a team of volunteers who lead on Alsager's successful events programme. It is recommended that this energy is harnessed and extended to the business community (those in the centre and in employment locations around its edges such as Radway Green). Engaging with these local stakeholders and businesses and encouraging them to collaborate more effectively will support the economic growth of the area. In addition, many businesses are considering how they can add value to their local communities.

How

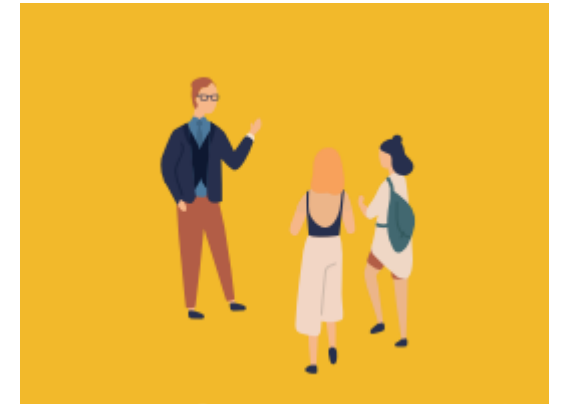
Encouraging local stakeholders and businesses to collaborate can generate new opportunities to share customers, cross sell etc. Special events could be organised by a group of businesses.

Wilmslow Town Council are supporting local business engagement and testing the appetite to establish a Business Improvement District (BID). However, a lighter approach could be pursued in Alsager by supporting local businesses to network and to see how they could get involved in supporting the actions identified. If actions can be identified around their issues and opportunities, businesses may be able to provide the following to support the Town's aspirations:

- Sponsorship
- Materials
- Technical support
- Volunteers
- Promotion

Business networking could also identify "themes" where businesses can drive opportunities forward. Not just be focused on retailers but also businesses on local business parks. It could also generate opportunities for B2B referrals. Other ways to engage local retailers and businesses could be through bringing them into events and initiatives such as extended opening hours for key events or window display competitions.

Businesses could also come together to established loyalty schemes to support shoppers to stay local.



7. Public transport strategy

What

As a small town Alsager struggles to support a fully integrated and high frequency public transport network. However the railway station in particular is a major asset. Before Covid disruption to travel habits, Alsager Station saw annual rises in entries and exists over the past four years for rail usage, with 3.5% increase between 2017-2018 and 2018-2019. There is scope to improve its connections to the Town Centre and overall accessibility. The CEC Bus Service Improvement Plan seeks to build on previous collaborative working between CEC, bus operators, public transport user groups and rail stakeholders.

How

The public transport offer of Alsager could be strengthened in several ways:

- Support double tracking of rail connection to Crewe Hub
- Ensure Alsager is equipped to reap the full benefits of HS2 at Crewe
- Explore design options for improved connections between the town centre and railway station
- Provide ticket machines at Alsager railway station.
- Explore options to increase parking provision at Alsager railway station



Alsager Town Centre Action Plan

Phasing



Key Messages for Public Consultation

- Manage expectations
- This is about establishing an agreed set of priorities it is NOT committing finance to delivery
- Actions would be taken forward as an when opportunities arise and resources allow
- Why do we need them?
 - To establish the things which will make the biggest difference so we don't waste efforts focusing on things which have no impact
 - Without an agreed strategy we undermine our ability to bid for funding when opportunities arise

Key Questions for Public Consultation

- How strongly do you agree or disagree with each priority for action?
- Is there anything we should consider to improve the priorities for action identified?
- Are there any priorities for action which have been omitted and which you would like to be considered?

Appendix B - Example Questionnaire

Alsager Town Centre Vitality Plan - Consultation 2022

Change in our town centres

Town centres across the UK are facing unprecedented challenges. Changes in how we shop, in particular the growth in internet shopping, has increased competition for town centre businesses and many multiple retailers and service providers have closed town centre outlets. These are trends that have only been exacerbated by the COVID-19 pandemic.

Applying for funding to improve town centres

Cheshire East Council (CEC) is committed to supporting the vitality and viability of all town centres within the borough. When opportunities to apply for funding for town centre improvements arise, such as from central government, it is beneficial to have clear town centre plans already in place to support bids for funding.

Creating Town Centre Vitality Plans

With future funding opportunities in mind, Cheshire East Council has commissioned an expert team to produce bespoke Town Centre Vitality Plans (TCVP) for each of the borough's nine Key Service Centres (KSC).

These draft plans are about establishing an agreed set of priorities and are not a commitment to finance the delivery of proposals - funding would need to be sought once plans are agreed as and when opportunities for funding arise and resources allow. Having an agreed set of priority projects is however generally an important step in being able to bid for funding. It is also important to ensure that any resources which can be identified are used on actions that will have the greatest impact and that all parties with an interest in supporting town centres can work towards a common set of ambitions.

Aims and objectives

The aim is that the Town Centre Vitality Plans will provide a clear sense of direction for each Service Centre. They will also identify initiatives to support each Service Centre, as well as reflect the unique opportunities, specific challenges and local groups/stakeholders of each.

They will be:

- Bespoke in nature, based on the individual circumstances of each town

- Cross functional and seek to recommend a practical, realistic set of priority actions for supporting the vitality and viability of each town centre
- Informed and tested by relevant policy and strategy, local stakeholder views, relevant research, commercial markets and spatial considerations

Consultation on the Alsager Town Centre Vitality Plan

We would now like your feedback on the Alsager Town Centre Vitality Plan.

You can submit your comments either by:

- Completing this short survey and return it to us using the freepost envelope to Freepost Plus RSJJ-YTHC-CHZK, Research and Consultation, Cheshire East Council, Westfields, Middlewich Road, Sandbach, CW11 1HZ
- Emailing macclesfieldregenerationteam@cheshireeast.gov.uk
- Writing to Research and Consultation, Cheshire East Council, Westfields, Middlewich Road, Sandbach, CW11 1HZ

Please give your feedback by **Tuesday 8 November 2022**.

Once the consultation is complete, results will be analysed and used to finalise the Town Centre Vitality Plans, before they are considered for approval by local Town and Parish Councils, and Cheshire East Council.

If you have any queries about the consultation, or if you would like to receive this questionnaire in an alternative format or submit your response in a different way, please contact the Research and Consultation team at Cheshire East Council.

Your confidentiality is assured

Any personal information you supply will remain strictly confidential and will be used in line with the Data Protection Act 2018. To find out more about how we use your information see our Privacy Policy enclosed in this survey pack.

Alsager Priority Areas for Intervention

The Alsager Town Centre Vitality Plan sets out the Priority Areas for Intervention in Alsager, and the Potential Actions that will be taken to achieve these.

The remainder of this survey lists each of the suggested areas for focused intervention and asks how they might be improved.

Please note the numbers do not denote any priority order but are for ease of reference.

1. Enhance Alsager's Public Realm

What

Alsager is a vibrant town but it has a tired public realm that is detracting from the offer and in some cases, presenting issues to mobility where surface quality is poor. Partners have already prepared a Public Realm Strategy focused on the crossroad junction at the heart of the town centre. The delivery of an enhanced public realm could bring numerous benefits in terms of raising the town's profile and perceptions, encouraging walking, increasing dwell time and showcasing what Alsager has to offer.

How

Commissioned by the Neighbourhood Planning Committee, the Alsager Public Realm Feasibility Study was carried out in 2019 and suggests proposals for improvements to the public realm, which are endorsed under this action.

Public realm enhancement should:

- Prioritise works around the crossroads, up to the Crewe Road entrance to Milton Park
- Address poor quality highway and footway surfaces to ensure pavements and crossings are suitable for those with limited mobility or disabilities.
- Create a street environment that welcomes and values pedestrians- not one that feels hostile.
- Look at re-wilding pocket spaces as part of the works
- Review proposed public realm scheme principles to pick out quick delivery wins e.g. de-cluttering
- Progress the vision for Alsager's public realm to next stages of design (RIBA2/3), including identification of quick wins and an estimation of costs

How important do you think enhancing Alsager's public realm is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Enhance Alsager's public realm? *Please write in below*

2. Improve connections between key destinations and the centre

What

The town has several community assets located on the edge of its centre that are currently disconnected. Improvements to the linkages will encourage more sustainable movements through better connections with the train station and the promotion of walking and cycling via easier, more attractive routes.

It will also encourage more trips into the town centre. Improvements can create improved links between the station, open spaces, planned residential development, existing residential areas, community infrastructure and wider outdoor recreational routes back into the town centre.

How

- Establishing a series of gateway points along important connector routes across the town to help with wayfinding and sense of arrival.
- Create an 'Activity and Accessibility' map for the town to showcase the wider connectivity to outdoor assets for pedestrians and cyclists
- Footway widening where possible to create improved walking provision and accessible access.
- Wayfinding signage between town centre locations and surrounding assets to ensure people understand direction and time between destinations.
- Improve crossings adjacent to key assets to enhance pedestrian accessibility
- Promote trails and linked activities across wider outdoor recreational destinations to encourage families to undertake cycle trips and outdoor activities
- Quick wins could include improving signage to key destinations and creating temporary spaces, such as parklets, to encourage activity along key arrival routes

How important do you think improving connections between key destinations and the centre is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Improve connections between key destinations and the centre? *Please write in below*

3. Reduce car dominance

What

Reducing the dominance of cars on Crewe Road and at the heart of the town centre to encourage visitors to be able to dwell, creating a safer and more pleasant place to shop and relax. This priority is closely linked to priority 1.

How

The highway is currently too engineered and urban, with too much space for cars. Techniques to reduce car dominance and soften the street environment that could be considered include:

- Removal of street clutter (e.g. remove guardrail), improve pedestrian crossings, new good quality street furniture, tree planting and green infrastructure.
- Incremental change may work well – unless major funding source can be found to deliver transformational change.
- A 20mph speed limit through the town centre could be considered to improve safety.
- Narrowing of splayed junctions
- Initiatives do not need to be expensive e.g, in Macclesfield CEC covered the £1,000 cost for licenses to enable outdoor eating and drinking and local businesses paid for furniture/planters.
- Ideas can be tested as temporary measures to demonstrate how they won't impact negatively on businesses.

How important do you think reducing car dominance is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Reduce car dominance? *Please write in below*

4. Encouraging walking and cycling

What

Opportunities for cycling are limited primarily to on-road, and therefore not suitable for most people. Therefore there is a need for improved cycling routes across Alsager. The Local Transport Delivery Plan (LTDP) identifies the B5077 and Sandbach Road South as priorities for improved cycling facilities.

The town centre is within a walkable distance for much of the wider community, but the quality of walking journeys is key to propensity. A detailed audit of key walking routes should be undertaken to identify improvements to local streets to support more journeys being made on foot.

How

- Create a network of streets that better support active travel across the wider residential catchment. This could include wider footways, improve crossing facilities and interventions to reduce traffic levels on important walking and cycling streets.
- The Alsager Partnership has created walking and cycling maps of the town. These need updating and used to make more people aware of the routes, through wayfinding, signposting, social media for example.
- Links to local cycling clubs
- Introduce safe, secure cycle parking in the town centre and at key transport/services/shopping destinations.

How important do you think encouraging walking and cycling is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Encouraging walking and cycling? *Please write in below*

5. Raise Alsager's profile

What

Create a platform from which to promote Alsager's great assets and numerous events to ensure that residents, visitors and local businesses are aware of what is on offer in the centre. This should support the centre to be recognised as the heart of the community.

How

Town Council and The Alsager Partnership have websites, however, many centres now have their own websites to showcase what their centres have to offer.

A revamped or new website for Alsager should provide a single point for information for existing and new residents; local businesses; community groups; and visitors. It should provide information on:

- The existing offer in terms of shops, bars, restaurant etc
 - Events programme
 - How local businesses can get together to identify collaboration opportunities
 - How to get involved in local groups
 - What's on offer in the local and surrounding area including tourism attractions
- Consideration given to developing a brand
- Link with other partners' websites (e.g. CEC and other market centres).
- Alsager has a page on the Visit Chester and Cheshire website that promotes the town – to update with additional content to showcase the town

How important do you think raising Alsager's profile is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Raise Alsager's profile? *Please write in below*

6. Mobilising the business community

What

Alsager already has a strong network of local community groups who support the town and its amenities including a team of volunteers who lead on Alsager's successful events programme. It is recommended that this energy is harnessed and extended to the business community (those in the centre and in employment locations around its edges such as Radway Green). Engaging with these local stakeholders and businesses and encouraging them to collaborate more effectively will support the economic growth of the area. In addition, many businesses are considering how they can add value to their local communities.

How

Encouraging local stakeholders and businesses to collaborate can generate new opportunities to share customers, cross sell etc. Special events could be organised by a group of businesses.

Wilmslow Town Council are supporting local business engagement and testing the appetite to establish a Business Improvement District (BID). However, a lighter approach could be pursued in Alsager by supporting local businesses to network and to see how they could get involved in supporting the actions identified. If actions can be identified around their issues and opportunities, businesses may be able to provide the following to support the Town's aspirations:

- Sponsorship
- Materials
- Technical support
- Volunteers
- Promotion

Business networking could also identify "themes" where businesses can drive opportunities forward. Not just be focused on retailers but also businesses on local business parks. It could also generate opportunities for B2B referrals.

Other ways to engage local retailers and businesses could be through bringing them into events and initiatives such as extended opening hours for key events or window display competitions.

Businesses could also come together to established loyalty schemes to support shoppers to stay local.

How important do you think mobilising the business community is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Mobilising the business community? *Please write in below*

7. Public transport strategy

What

As a small town Alsager struggles to support a fully integrated and high frequency public transport network. However the railway station in particular is a major asset. Before Covid disruption to travel habits, Alsager Station saw annual rises in entries and exists over the past four years for rail usage, with 3.5% increase between 2017-2018 and 2018-2019. There is scope to improve its connections to the Town Centre and overall accessibility. The CEC Bus Service Improvement Plan seeks to build on previous collaborative working between CEC, bus operators, public transport user groups and rail stakeholders.

How

The public transport offer of Alsager could be strengthened in several ways:

- Support double tracking of rail connection to Crewe Hub
- Ensure Alsager is equipped to reap the full benefits of HS2 at Crewe
- Explore design options for improved connections between the town centre and railway station
- Provide ticket machines at Alsager railway station.
- Explore options to increase parking provision at Alsager railway station

How important do you think public transport strategy is for the vitality of Alsager? *Please circle one answer only*

- Very important
- Fairly important
- Not very important
- Not at all important
- Not sure / Don't know

Do you have any comments to make about the Priority Area for Intervention - Public transport strategy? *Please write in below*

Final comments on the Alsager Town Centre Vitality Plan

How strongly do you agree or disagree that the Alsager Town Centre Vitality Plan covers appropriate areas of focus? *Please circle one answer only*

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / Not sure

How strongly do you agree or disagree that the Alsager Town Centre Vitality Plan is clear? *Please circle one answer only*

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / Not sure

How strongly do you agree or disagree that the Alsager Town Centre Vitality Plan will be successful? *Please circle one answer only*

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know / Not sure

If you feel anything is missing from the plan, or have any other comments, please explain these below:

About you

It would help us to check that we are providing services fairly if you could answer the questions below. Information you give will be used to see if there are any differences in views for different groups of people. You do not need to answer any of the following questions if you do not wish to.

Which of the following best describes how you are you responding to this survey? *Please circle one answer only*

- On behalf of a group, organisation or club
- On behalf of a local business
- As an individual (e.g. local resident)
- As an elected Cheshire East Ward Councillor, or Town/Parish Councillor
- As a council employee / A professional
- Other (please specify):

If you are responding on behalf of a group, organisation, club, Ward or Parish / Town Council area please state the name and postcode in the box below (you do not need to complete the rest of the 'About you' section). *Please write in below*

Name of group, organisation, club, Ward or Parish / Town Council:

Postcode:

What is your gender identity? *Please circle one answer only*

- Male
- Female
- Prefer not to say
- Prefer to self describe (please write in the box below):

What age group do you belong to? *Please circle one answer only*

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85 and over
- Prefer not to say

What is your ethnic origin? *Please circle one answer only*

- White British / English / Welsh / Scottish / Northern Irish / Irish
- Any other White background
- Mixed: White and Black Caribbean / African / Asian

- Asian / Asian British
- Black African / Caribbean / Black British
- Prefer not to say
- Prefer to self describe (please write in the box below):

Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? This includes problems related to old age. *Please circle one answer only*

- Yes
- No
- Prefer not to say

Thank you for completing this survey. Please return it to us using the freepost envelope to Freepost Plus RSJJ-YTHC-CHZK, Research and Consultation, Cheshire East Council, Westfields, Middlewich Road, Sandbach, CW11 1HZ.

Appendix C - List of Organisations Notified about the TCVP Consultations

List of all Organisation notified of the TCVP Consultation

Activity in Retirement	Acton, Edleston and Henhull Parish Council	Adlington Parish Council
AGE UK	Alderley Edge Parish Council	Alpraham Parish Council
Alsager Town Council	ANSA	Arclid Parish Council
Arriva	Ashley Parish Council	Aston by Budsworth Parish Council
Astra Zeneca	Audlem Parish Council	Barthomley Parish Council
Betchton Parish Council	Bickerton and Egerton Parish Council	Body Positive
Bollington Town Council	Bosley Parish Council	Bradwall Parish Council
Brereton Parish Council	British Deaf Association	Bruntwood
Buerton Parish Council	Bulkeley and Ridley Parish Council	Bunbury Parish Council
Calveley Parish Council	CEC Adult Social Care	CEC Assets
CEC CCTV	CEC Communities and Partnerships	CEC Conservation
CEC Cultural Economy	CEC Development Management	CEC Engine of the North
CEC Environmental Protection	CEC Facilities Management	CEC Highways
CEC Housing Options	Macc Pride	Utopia Crewe (Youth Support Service)
Utopia Macclesfield (Youth Support Service)	CEC Learning Disabilities Partnership Board	CEC Property Services
CEC Spatial Planning	CEC Strategic Infrastructure	CEC Transport Policy
Chelford Parish Council	Cheshire and Warrington LEP	Cheshire Constabulary
Cheshire Cycling Campaign	Cheshire East Eye Society	Cheshire East Rail Users Group
Cheshire Fire Authority	Cheshire Local Access Forum	Cholmondeley & Chorley Parish Council
Chorley Parish Council	Church Commissioners of England	Church Lawton Parish Council
Church Minshull Parish Council	Churches Conservation Trust	All Cheshire East Councillors
Congleton Town Council	Cranage Parish Council	Crewe Green Parish Council
Crewe Town Council	CVS	Disley Parish Council
Dodcott-cum-Wilkesley Parish Council	Doddington & District Parish Council	East Cheshire NHS
Eaton Parish Council	Electricity North West	English Heritage
Environment Agency	Federation of small businesses	Gawsworth PC
GMPTE	Great Warford Parish Council	Groundwork Cheshir
Handforth Parish Council	Hankelow Parish Council	Haslington Parish Council
Hassall Parish Council	Hatherton & Walgherton Parish Council	Henbury Parish Council
High Legh Parish Council	Higher Hurdsfield PC	Holmes Chapel Parish Council
Homes and Communities Agency	HOPE	Hough & Chorlton Parish Council
House Builders Federation	Just Drop In Youth Information and Advice	Kettlethulme Parish Council
Knutsford Town Council	Ladies Circle	LGBT Support Service

Little Warford Parish Council	Lower Peover Parish Council	Lower Withington PC
Macclesfield Disability Information Bureau	Macclesfield Town Council	Marbury & District Parish Council
Marketing Cheshire	Marton Parish Council	Mere Parish Council
Middlewich Town Council	Millington Parish Council	MIND
Minshull Vernon & District Parish Council	Mobberley Parish Council	Moston Parish Council
Mottram St Andrew Parish Council	All five Members of Parliament	Nantwich Town Council
Nether Alderley Parish Council	Network Rail	Newbold Astbury-cum-Moreton Parish Council
Newhall Parish Council	North Rode Parish Council	NUPAS
NW Ambulance Service	Odd Rode Parish Council	Ollerton with Marshall Parish Council
Over Alderley Parish Council	Peaks and Plains Housing Association	Peaks and Plains Housing trust
Peover Superior Parish Council	Pickmere Parish Council	Plumley with Toft & Bexton Parish Council
Pott Shrigley Parish Council	Poynton Town Council	Prestbury Parish Council
Rainow Parish Council	Rope Parish Council	Rostherne Parish Council
Salvation Army	Sandbach Town Council	Shavington-cum-Gresty Parish Council
Siddington Parish Council	Skills and Growth Company	Smallwood Parish Council
Snelson Parish Council	Spurstow Parish Council	Stoke and Hurleston Parish Council
Styal Parish Council	Sustrans	Sutton Parish Council
Swettenham Parish Council	Tabley Parish Council	The Thread
Twemlow Parish Council	U3A	United Utilities
Wardle Parish Council	Warmingham Parish Council	WEAVE Board
Weston & Basford Parish Council	Willaston Parish Council	Wilmslow Town Council
Wistaston Parish Council	Worleston & District Parish Council	Wrenbury-cum-Frith Parish Council
Alternative Solutions Support Service	Bipolar UK	Campaign Against Living Miserably (CALM)
Carers Trust (Cheshire and Warrington)	Carers UK	Changing Lives Together
Chapter Aspire	Cheshire Agricultural Chaplaincy	Cheshire East Carers Hub
Cheshire Wildlife Trust	CWP - 24/7 All age crisis mental health help line	CWP - Central Cheshire Wellbeing Hub
CWP - Community Mental Health Teams	CWP - East Cheshire & Vale Royal Early Intervention Team	CWP - Home Treatment Team
CWP - Single Point of Access	Disability Health	Every Mind Matters
Headway	Making Space	SANE

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