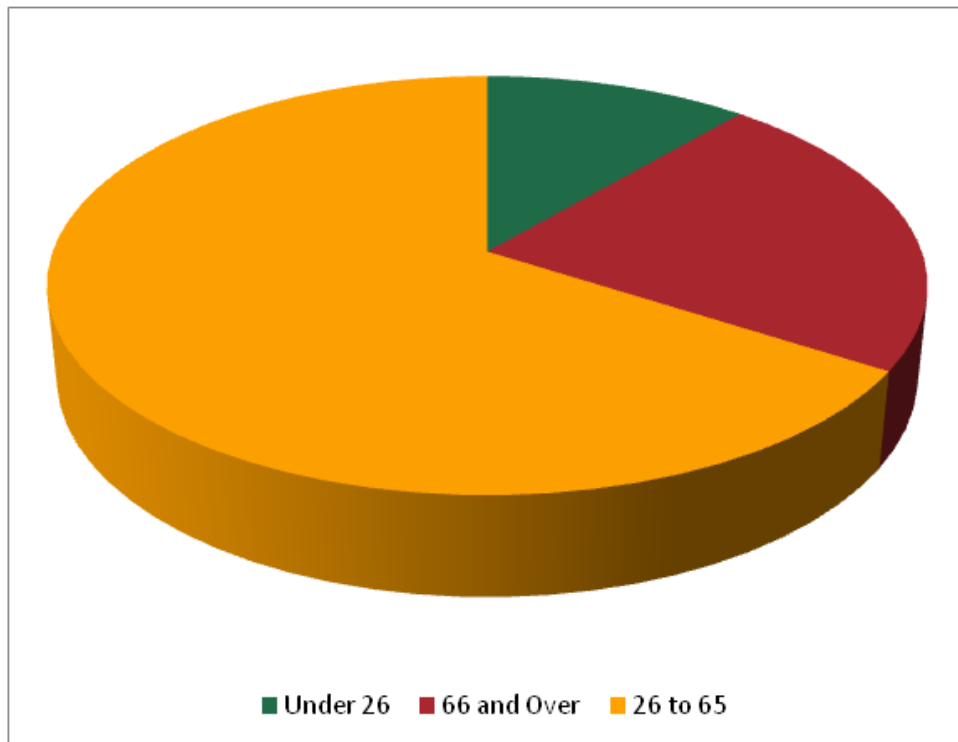


Draft Congleton Town Strategy: Summary Report of Consultation

Overall Response

A total of **153** representations were received on the draft Congleton Town Strategy.

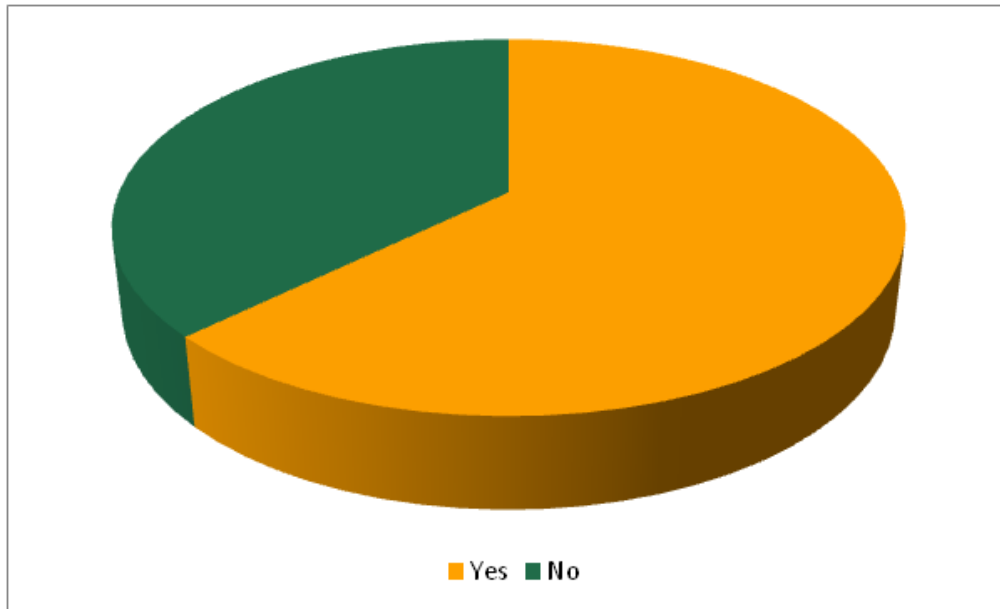
Of the 97 respondents who entered their age details, 11% of people who took part in the consultation were under the age of 26; 66% were aged 26 to 65 and 23% were aged 66 and over.



Q1 Vision

Do you agree with the Vision as set out in the draft Congleton Town Strategy?

- 74% of respondents answered this question
- Yes (63%); No (37%)



Key themes from the consultation:

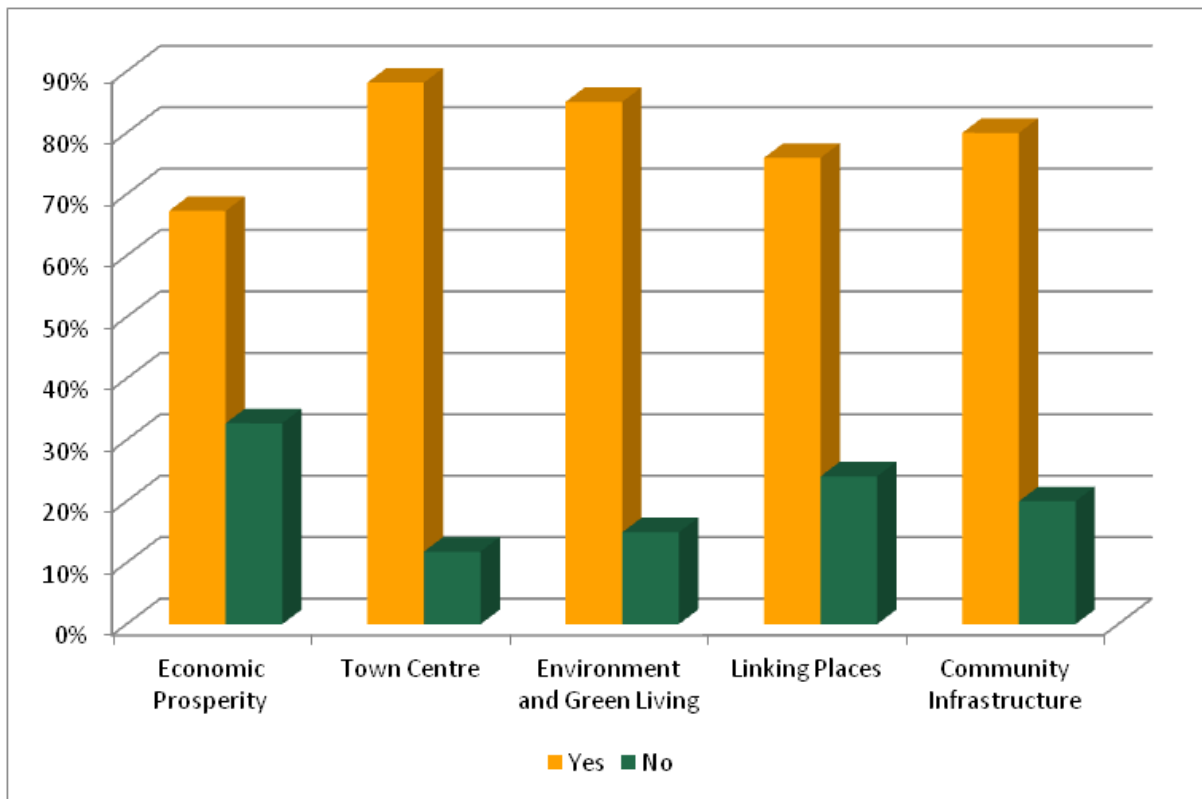
- Mixed views about the vision over all, some supported it whilst others thought it to be over ambitious and unrealistic. Some thought its effectiveness would depend the way it was implemented.
- Support for the protection and enhancement of the environment of the town and its surrounding countryside, agricultural land and surrounding Parish Council areas.
- Needs to address road infrastructure, transport links, access and congestion.
- Vision is self-fulfilling - new and improved community services are necessary to support investment in new homes.
- Congleton needs to become a place different to surrounding towns.
- Support for the recognition of the need for regeneration, safeguarding the character of the town
- Role as a market town can be overstated. Parts of the town are substandard and need to be dealt with.
- Mixed views regarding the importance of growth for Congleton.
- Support only for the protection and enhancement of the environment of the town and its surrounding countryside.
- Northern Bypass a priority
- Need to plant trees around the town and protect green spaces.
- A vibrant town centre indicates more pubs and takeaways: Congleton has enough already.
- Concerns over excessive development and too much new housing.
- Important to state where high quality employment land is coming from.

- Good communication infrastructure is needed to attract employers.
- Reference should be made to 'significant' investment in new homes to reflect Key Service Centre status, the benefits of growth and National Planning Policy Framework.
- Difficult to achieve given that the town has evolved in the last 100 years around the radial routes and is not a compact entity around the town centre.
- Any retail development in Congleton should be compatible with the town's key service centre status. Should not be in direct competition with Crewe
- Factors such as quality of life for existing residents should be a higher priority.

Q2 Objectives

Do you agree with the Objectives in the draft Congleton Town Strategy?

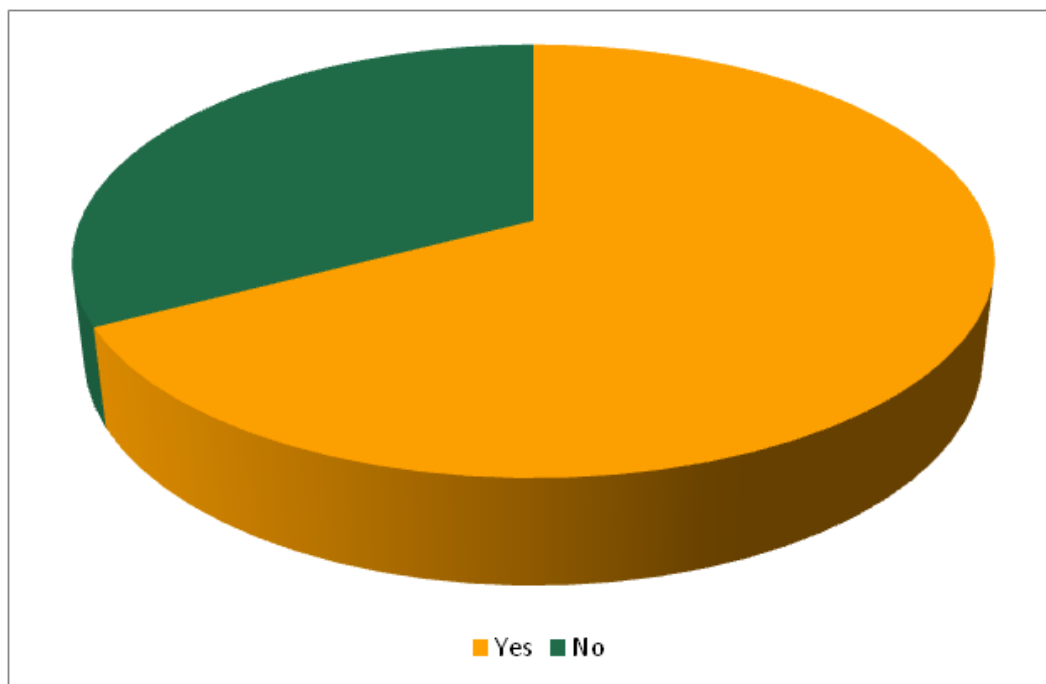
- 70% of respondents answered Objective 1 (Economic Prosperity), 72% Objective 2 (Town Centre), 70% Objective 3 (Environment and Green Living), 71% Objective 4 (Linking Places) and 69% answered Objective 5 (Community Infrastructure)



1 Economic Prosperity

Do you agree with the Economic Prosperity Objective in the draft Congleton Town Strategy?

- 70% of respondents answered this question
- Yes (67%); No (33%)



Key themes from the consultation:

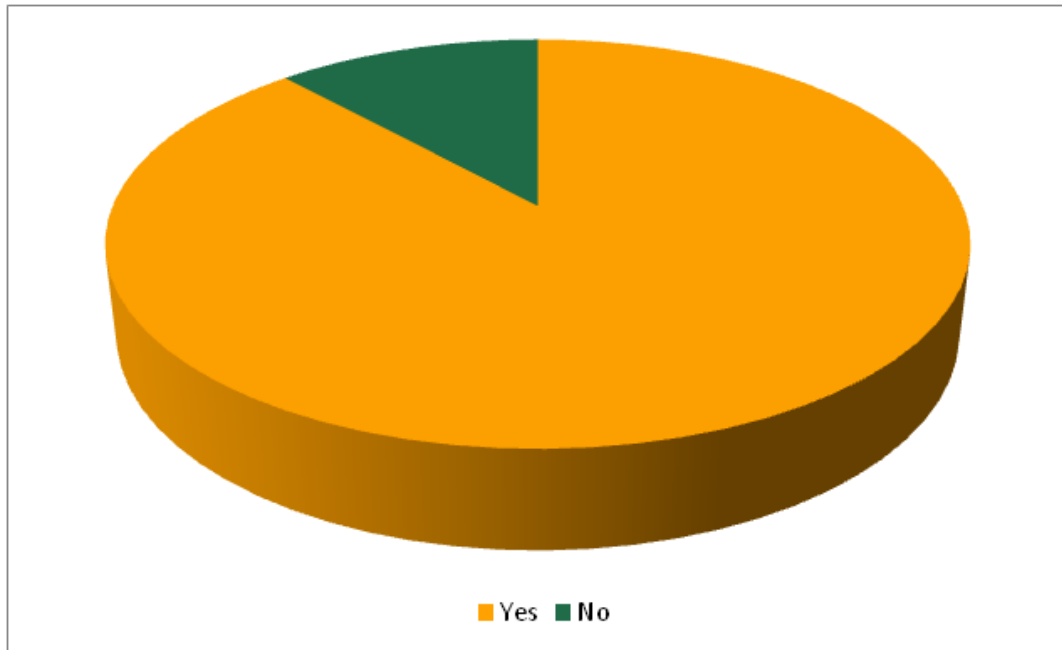
- Maximize the full potential of existing employment sites, no to new business park development.
- Some supported the objectives whilst others thought they were unnecessary or unrealistic. Some thought its effectiveness would depend the way it was implemented.
- Need to improve transport links.
- Support as long as provided no impact on the greenbelt, rural countryside or valuable agricultural land.
- Small business units with affordable rents and simple leases.
- Regeneration and the re-development of brownfield land within the town should be a priority.
- Mixed views on the requirement for office space.
- Providing high quality, well-paid employment in Congleton is crucial.
- Need to encourage graduate entry (or start up) employment into Congleton.
- Non-retail employment within or on the edge of the town centre must be enhanced.
- Mixed views regarding the development of Radnor Park, Congleton Business Park, and Eaton Bank.
- Before building the infrastructure. There should be a clear indication and support that employers see Congleton as a viable business location.

- Jobs first and housing second.
- Should be informed by the Cheshire East Employment Land Review.
- No more empty employment space.
- Self containment not important if public transport links are improved.
- The need to complement and underpin the provision of employment land and buildings by investing in significant provision of new housing as this will be vital in attracting and retaining workers and key personnel for new businesses.
- Provision of affordable housing important.
- Mixed views regarding the importance of the self-sufficiency of Congleton.
- Start small and make success of that.
- Speculative construction of employment building is destructive.

2 Town Centre

Do you agree with the Town Centre Objective in the draft Congleton Town Strategy?

- 72% of respondents answered this question
- Yes (88%); No (12%)



Key themes from the consultation:

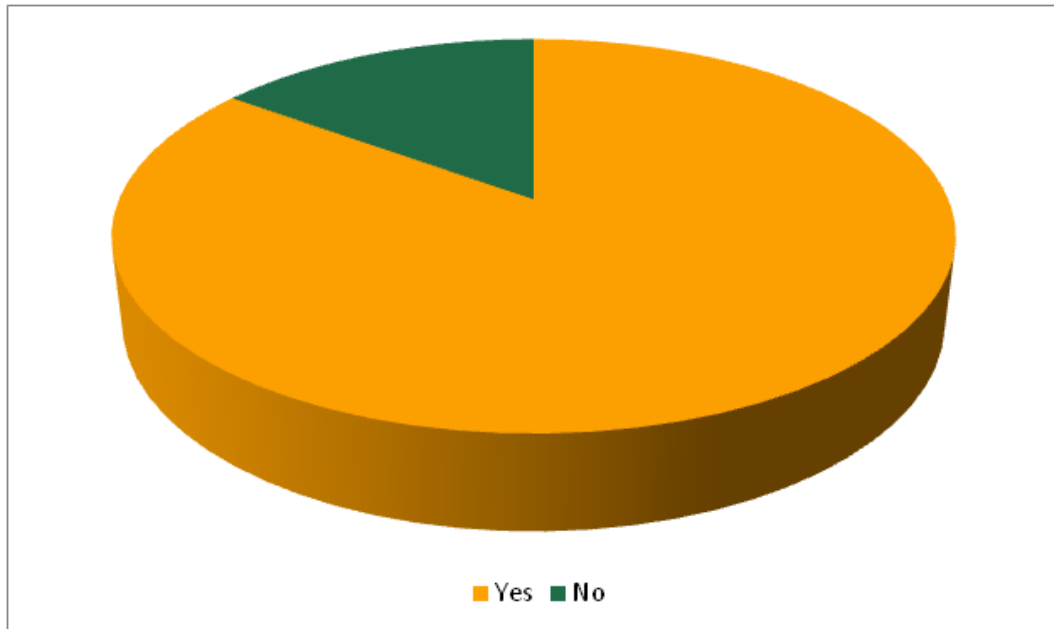
- The recent decision to charge for parking in the town has seriously deterred people from using the town centre as people will utilise nearby retail parks where parking is free and access better.
- There was support for this objective though some thought it was too broad or that its success would depend the way it was implemented.
- Town centre destroyed by Barn Road and West Heath.
- Small independent shops need to be encouraged to improve vibrancy and create character.
- Refocus, regenerate and rejuvenate the land already there.
- The town centre is unattractive.
- Achieving the objective is likely to be compromised by industrial and housing developments (e.g. Sandy Lane, Wall Hill farm) on the edge of the town.
- Concerns over the type of retail outlets e.g. cafes, restaurants, charity shops and takeaways prevalent in the town.
- Better quality of retail units.
- Outdoor seating makes the town centre much more friendly and vibrant and should be encouraged.
- Much of the ambience of the town centre was destroyed many years ago by the Police Station, Council Offices and Library and Bridestones Centre.

- Do not tie the town to the market and consumers do not want markets, they damage the economy.
- Concerns over evening entertainment and drinking in the town.
- Employment should be encouraged within the town centre boundary including offices.
- High quality public art required.
- Scale of retail development should be compatible with the town's key service centre status.
- The town relies on small shops, which come and go with increasing frequency.
- Mixed views on the role and purpose and location of the market place within the town.
- Open spaces and trees in the town centre.
- There should be less concern for the 'traditional' market and more emphasis on farmer's markets selling local produce.
- Not in keeping with heritage.

3 Environment and Green Living

Do you agree with the Environment and Green Living Objective in the draft Congleton Town Strategy?

- 70% of respondents answered this question
- Yes (85%); No (15%)



Key themes from the consultation:

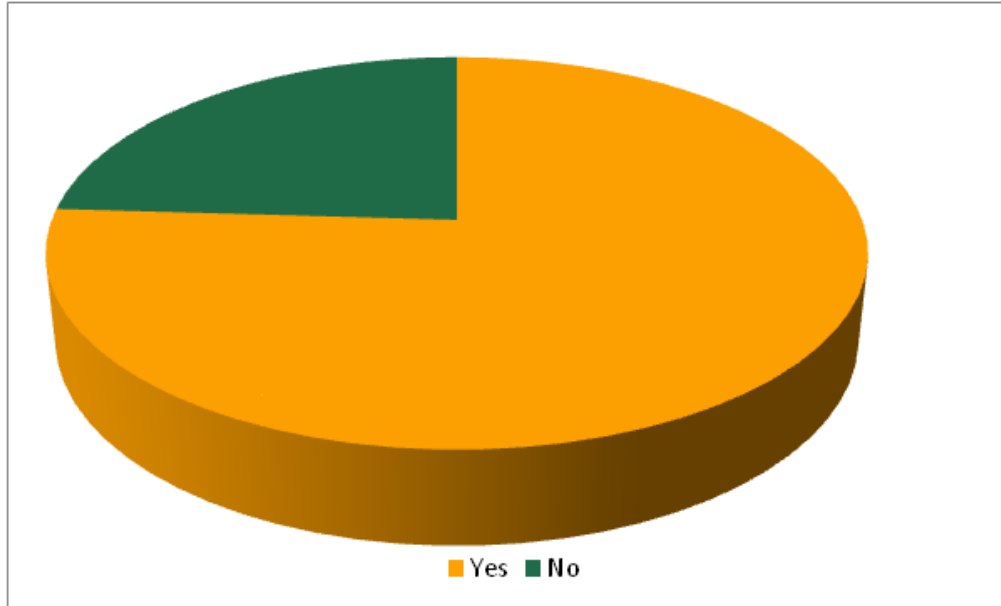
- Limit development to safeguard environment / natural assets.
- The environment and green living of Congleton will be damaged by building huge housing estates and business parks for which there is no defined demand.
- Farming land should be protected due to important role in food production.
- Keep Back Lane Village Green, Lamberts Lane 'green' link across south of the town.
- Mixed views regarding renewable energy production.
- Ensure plenty of green spaces
- Wildlife corridors should be protected.
- Improving what we have rather than expanding the town beyond the capabilities of its infrastructure.
- Mixed views on the value/existence of Congleton's historic or heritage value.
- New development should not adversely affect local air quality.
- Quality of life should be acknowledged more.
- Should reduce car parking charges due to impact on congestion.
- Concerns over the impact of development on traffic congestion and air quality.
- Please provide more allotments.
- No point in building new industrial / technology site whilst there are already empty areas in and around town.

- Environmental assets should be well maintained.
- Policies should not serve to overburden developers with financial costs that could ultimately impact on the viability and deliverability of proposals.

4 Linking Places

Do you agree with the Linking Places Objective in the draft Congleton Town Strategy?

- 71% of respondents answered this question
- Yes (76%); No (24%)



Key themes from the consultation:

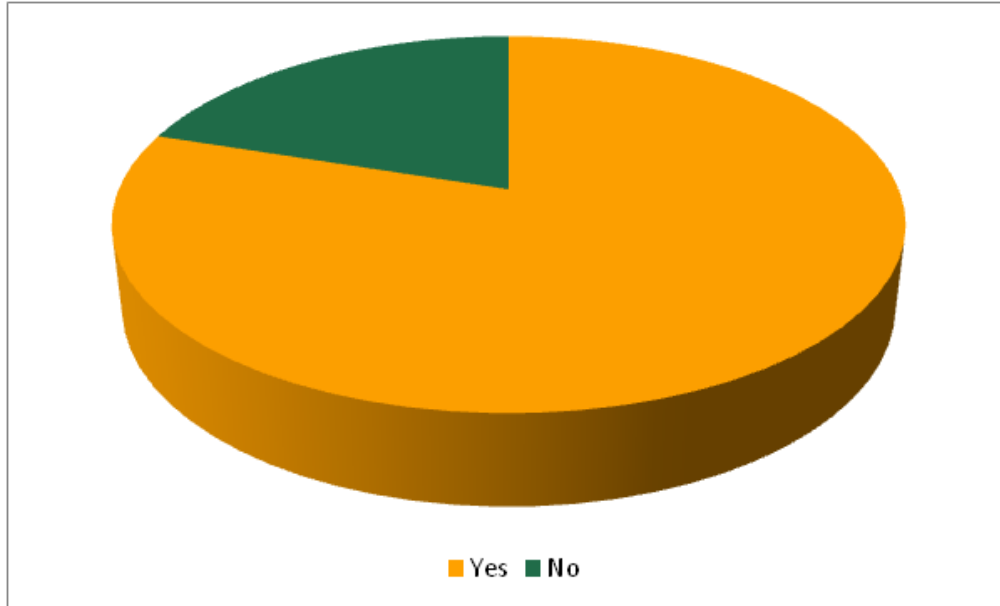
- Strong mixed views on the development of the Northern Bypass.
- Northern Bypass needs a feasibility study
- Improve public transport.
- Safe walking and cycling routes needed.
- Some support for the objective others thought it was too vague or that its success would depend on implementation.
- Improvements to the existing A34 / A534 Wagon & Horses junction and Rood Hill are imperative before any development.
- Cross town links including cycle routes are required.
- Need a better rail service running both north and south.
- There is a need for more infrastructure before any future development.
- Traffic congestion an issue.
- Railway station outside the town is an issue; also needs upgrading.
- No rail connections for transportation of goods.
- Depends on quality & quantity of services made available and their relative costs and destinations.
- Cutbacks are reducing bus routes and making cycle routes dangerous.
- Improved disabled access required.
- Encourage electric vehicle infrastructure.
- Fragmentation of traffic on Mountbatten Way and Clayton Bypass is an issue and a priority.
- Insufficient roads for Back Lane, Radnor and Greenfield Industrial Estate.

- The form of the town presents a problem
- Policies should not serve to overburden developers with financial costs that could ultimately impact on the viability and deliverability of proposals

5 Community Infrastructure

Do you agree with the Community Infrastructure Objective in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (80%); No (20%);



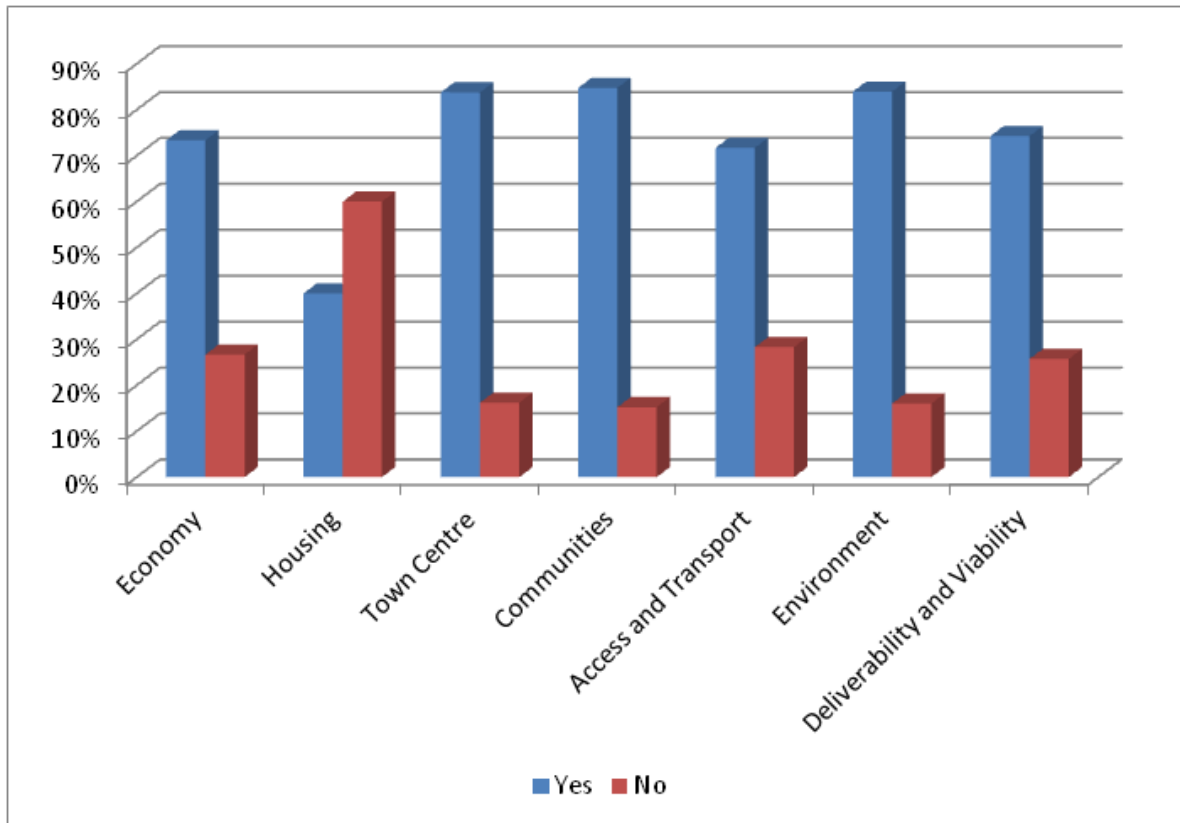
Key themes from the consultation:

- Some thought the objective was too basic or generic with disregard to implementation.
- Plan doesn't seem to take account of the shift in demographics.
- Improve current community and infrastructure in the town and surrounding area.
- Concern about the lack of facilities for the youth of the town
- Link Leisure Centre and Library to form a lifestyle / wellbeing centre, on the leisure centre site, library and function rooms on a second floor level.
- Concern over growth effecting community cohesion.
- Encourage and enable travel by sustainable modes, principally walking and cycling.
- High speed broadband.
- Policies should not serve to overburden developers with financial costs that could ultimately impact on the viability and deliverability of proposals.
- Community consultation essential.

Q3 Strategy

Do you agree or disagree with the Strategy as set out in the draft Congleton Town Strategy?

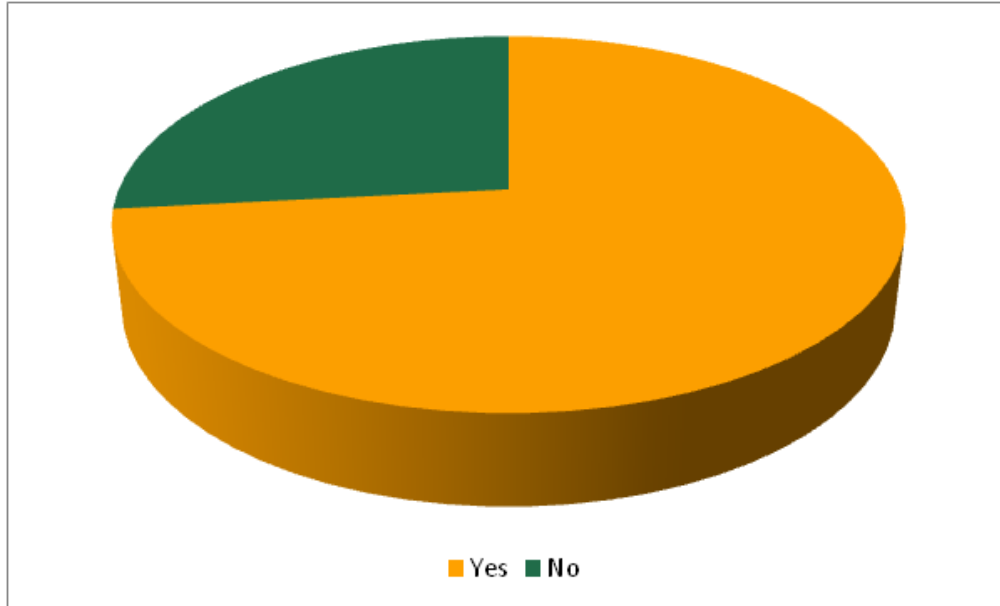
- 69% of respondents answered Theme 1 (Economy), 72% Theme 2 (Housing), 73% Theme 3 (Town Centre), 69% Theme 4 (Communities), 69% Theme 5 (Access and Transport), 69% Theme 6 (Environment) and 66% answered Theme 5 (Deliverability and Viability)



1 Economy

Do you agree with the Economy Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (73%); No (27%)



Key themes from the consultation:

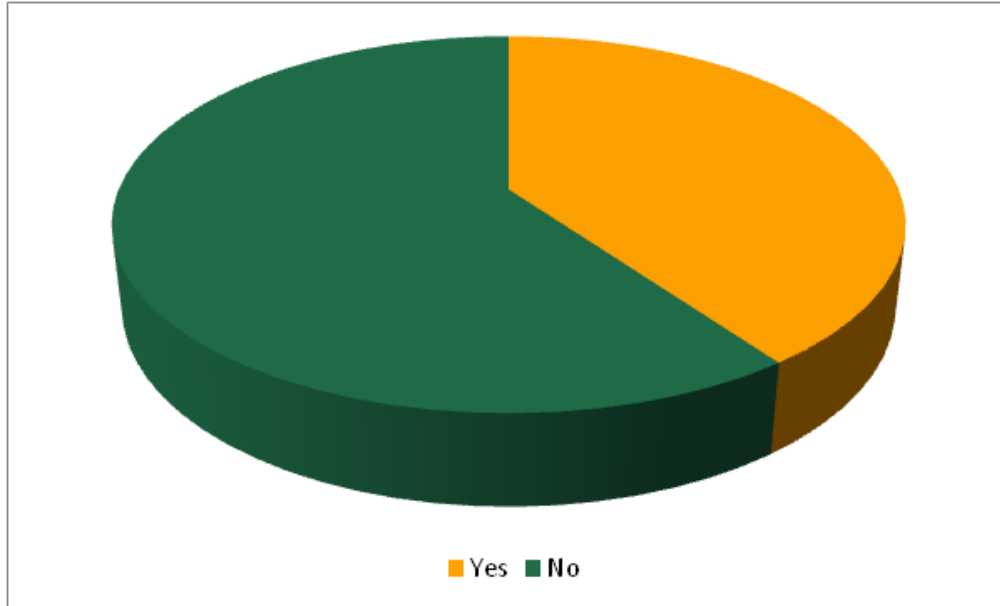
- Support and improve attractiveness of existing business areas and maximise their use.
- More could be done to improve the aesthetic and commercial attractiveness of existing business areas and to utilise for commerce some of the space occupied in the town centre by crumbling (both physically and economically) shops.
- Need to be realistic about demand.
- Support the need to retain existing industries within the town, at the same time it will be important to ensure that the operational needs of new small, medium and large sized businesses can be adequately accommodated on high quality sites which are sustainably located and well connected to the highway network.
- Emphasis should be placed on developing employment opportunities close to the town centre rather than weakening efforts to rejuvenate the centre by situating business parks on the periphery.
- Start small, be successful then expand.
- Depends on implementation.
- Utilise brownfield land, protect Greenfield land.
- Good links needed between homes, businesses and schools including high speed broadband, and connectivity etc
- Support for the agricultural economy should be mentioned in this section.
- To secure economic growth and new job creation in Congleton will require a sufficient supply of high quality and available employment land to facilitate and attract new investment in the town.
- No effort should be made in relation to tourism.

- Support for the objective but needs to be more specific.
- Expansion should be located on Congleton Business Park with a link to Radnor Park.
- A strategy to insist that the industrial areas become transition areas. Designate the industrial areas as Congleton Green Tech or Congleton Green Works areas
- Employment sites in Congleton have been allowed to lapse in the past (around Spindle Street, Buxton Road - by Throstles Nest and the old Congleton Board site and the old Cattle market).
- Should be informed by the Cheshire East Employment Land Review.

2 Housing

Do you agree with the Housing Theme in the draft Congleton Town Strategy?

- 72% of respondents answered this question
- Yes (40%); No (60%)



Key themes from the consultation:

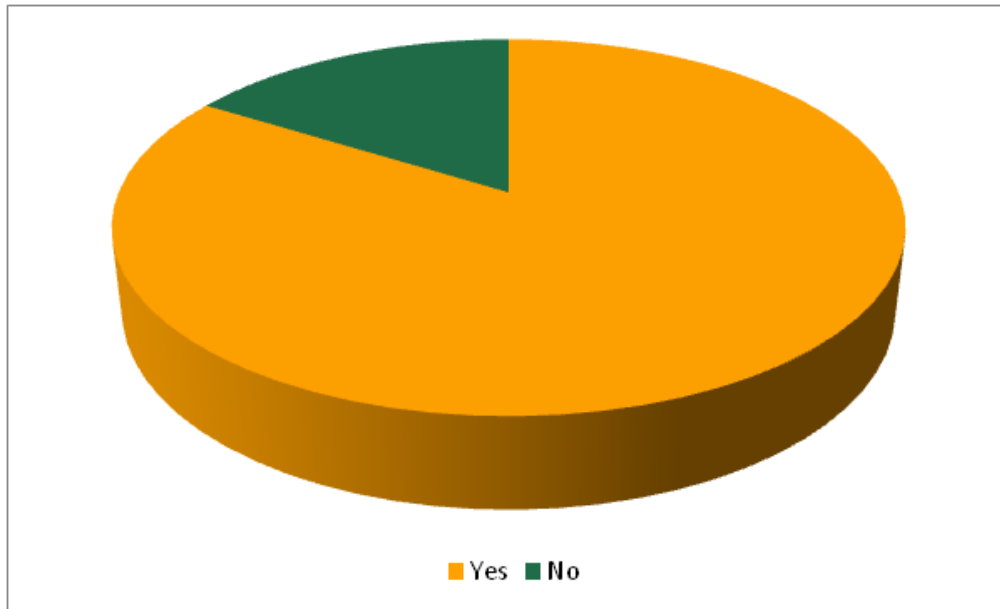
- No proven need for housing numbers.
- Brownfield sites should be utilised, though comments were made that brownfield development can be challenging in terms of viability.
- Local employment needs to be generated before housing development as Congleton is already effectively a dormitory town.
- House building in the town should be mainly affordable homes.
- Key infrastructure such as community facilities, schools, medical and transport should be in place before any development.
- Concerns over the location of new homes.
- Empty homes should be utilised first.
- The elderly should be considered in terms of accessibility to the town centre.
- Care should be taken to provide a wide choice of high quality homes.
- Development on green field sites would be in direct conflict with one of the four aims for sustainable development i.e. effective protection of the environment.
- Housing should be for Congleton people and employed people in the local area.
- Depends on implementation.
- Would want to see all new houses and all new development conform to the highest standards of energy efficiency, sustainable construction etc, available at the time, not simply meeting the minimum standards set out in the regulations.

- Area based developments need to have a master plan so that development is co-ordinated thus avoiding the current the ad hoc developer led approach that currently diminishes opportunities to integrate infrastructure with local communities.
- Concerns regarding the sustainability of growth.
- Mixed views regarding the amount of houses that should be delivered.
- It is important that those sites which are well placed to deliver housing development at an early stage, because they are in sustainable locations and have no significant constraints, are encouraged to do so.
- The town strategy is intended to form part of the Local Plan evidence base and it will need to assess in particular how an additional buffer of 5% in housing numbers (some 175 units) will be included within the first part of the plan period to accommodate choice and competition in the housing market for land.
- If public transport links are improved, housing can be accommodated elsewhere in Cheshire East to render disadvantaged towns more viable
- Improve existing built up area, making it clean and accessible.
- Ensure that housing requirement has been informed by a credible and robust evidence base.

3 Town Centre

Do you agree with the Town Centre Theme in the draft Congleton Town Strategy?

- 73% of respondents answered this question
- Yes (84%); No (16%)



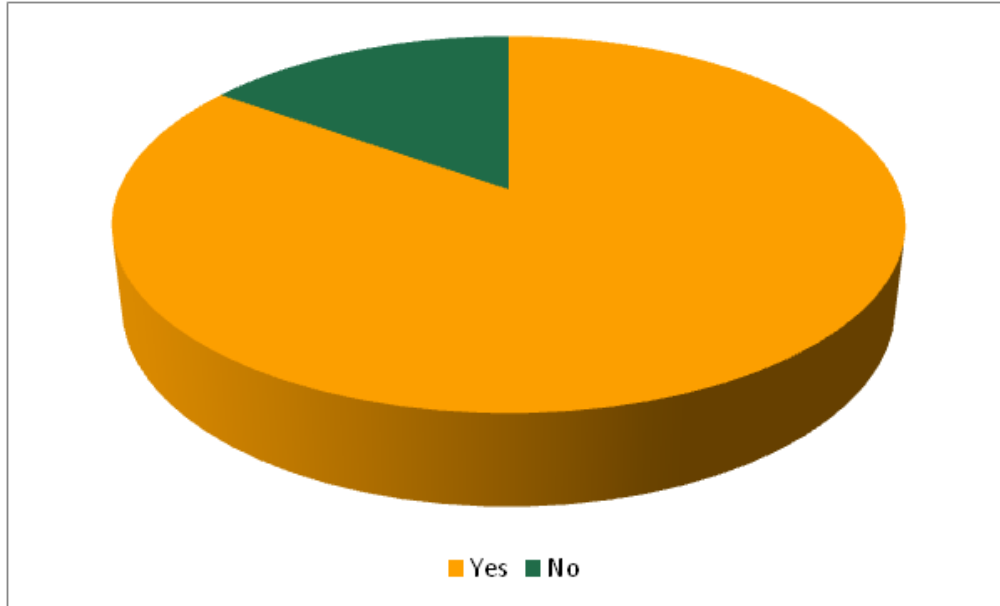
Key themes from the consultation:

- Adequate area needed for the market with sufficient free parking to encourage shoppers.
- Transport links into and out of the town centre need to be improved.
- Improve the town environment and it will develop organically.
- Congleton's night time economy does not need enhancing.
- Learn lessons from the farmers' market movement.
- Develop town centres for leisure and housing.
- Car parking charges an issue.
- Ensure that the town remains self sufficient and attractive location for people to live & work.
- Vacant town centre units & derelict buildings could be used for small businesses instead of creating out of town centres.
- Depends on implementation.
- Encourage cycling and walking in the town centre.
- Transport links need to be improved.
- Concerns over the type of retail development allowed in the town.
- Provide low cost facilities to small independent retailers as part of out of centre shopping complexes.
- Mixed used regarding the mix and scale of uses in the town centre i.e. cultural, residential, nightlife, retail.
- Development needs to be sympathetic with existing character of town.
- Keen to enhance Buglawton entrance into town i.e. Trees.
- Views out to the countryside should be enhanced.

4 Communities

Do you agree with the Communities Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (85%); No (15%)



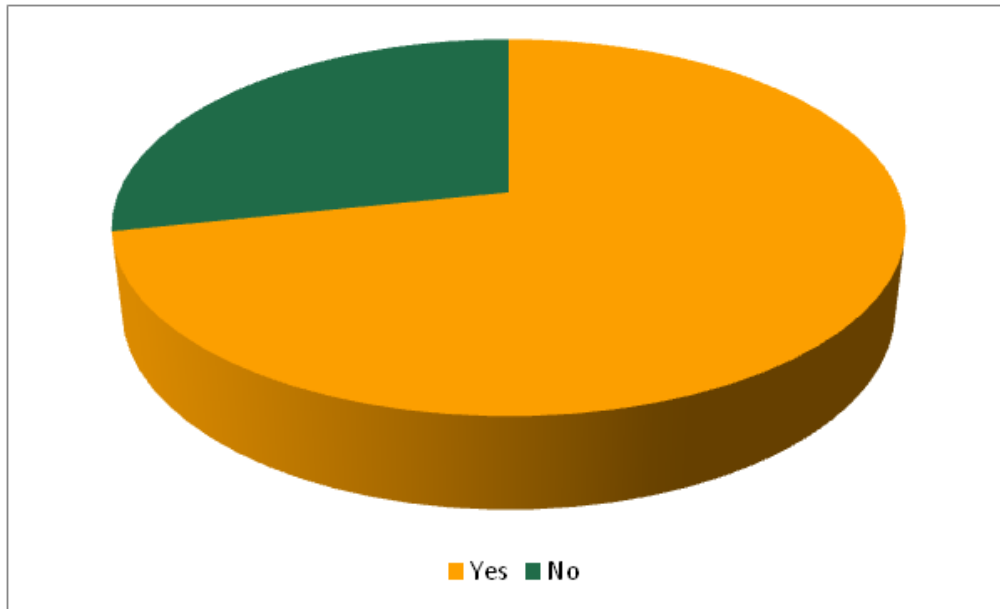
Key themes from the consultation:

- Should consider all sports organisations, not just the Rugby Club
- Could existing school facilities be utilised by the public?
- Encourage Congleton people by putting facilities into art and recreation.
- Concerns over how this will be financed, executed and maintained.
- Swimming pool at one of the schools.
- Comments regarding whether existing community facilities should be improved or new ones built.
- Provision of open areas.
- A new community health centre must be an absolute priority.
- Amalgamate library and leisure centre on one site.
- Concerns regarding population growth and community cohesion.
- More focus needed on clubs, societies and activities e.g. cubs, scouts, theatre groups, sports facilities.
- Cultural / community information boards in the town centre.

5 Access and Transport

Do you agree with the Access and Transport Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (72%); No (28%);



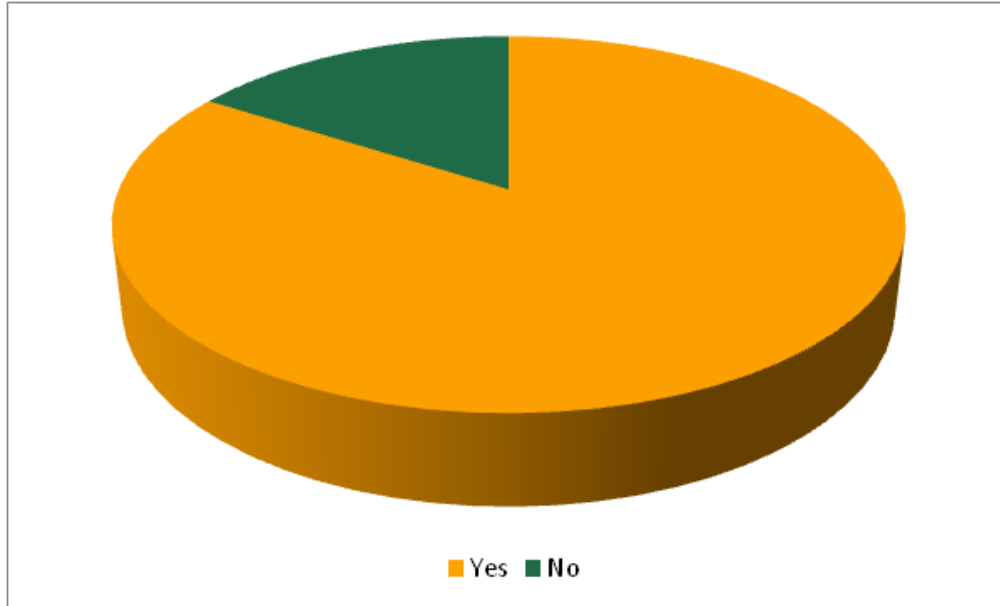
Key themes from the consultation:

- Need to improve traffic flows and improve attractiveness of alternatives.
- Northern bypass should be mentioned in this section.
- Secure cycle parking should be provided at all key locations throughout the town
- Encourage more sustainable travel by providing good quality and safe footways and cycle-ways to link residential areas to the town centre, rail station, employment sites and schools.
- Current car parking strategy is ineffective.
- Closer integration of rail / bus services and extended into the evening.
- Priority to public transport would reduce parking need.
- More pedestrian crossings i.e. Mountbatten Way.
- All town houses should have a parking space.
- Comments have suggested the plan is ambitious, others say it does go far enough; others believe success depends on implementation.
- Make Lawton Street, High Street, Market Street a one-way. Re-open Foundry Bank, make Worrall Street a one way and provide buses from Bus Station to Leisure Centre and Park etc.
- Incentivise low carbon technologies through the provision of appropriate infrastructure.
- Linkage to Barn Road and the leisure hub needs to be achieved

6 Environment

Do you agree with the Environment Theme in the draft Congleton Town Strategy?

- 69% of respondents answered this question
- Yes (84%); No (16%);



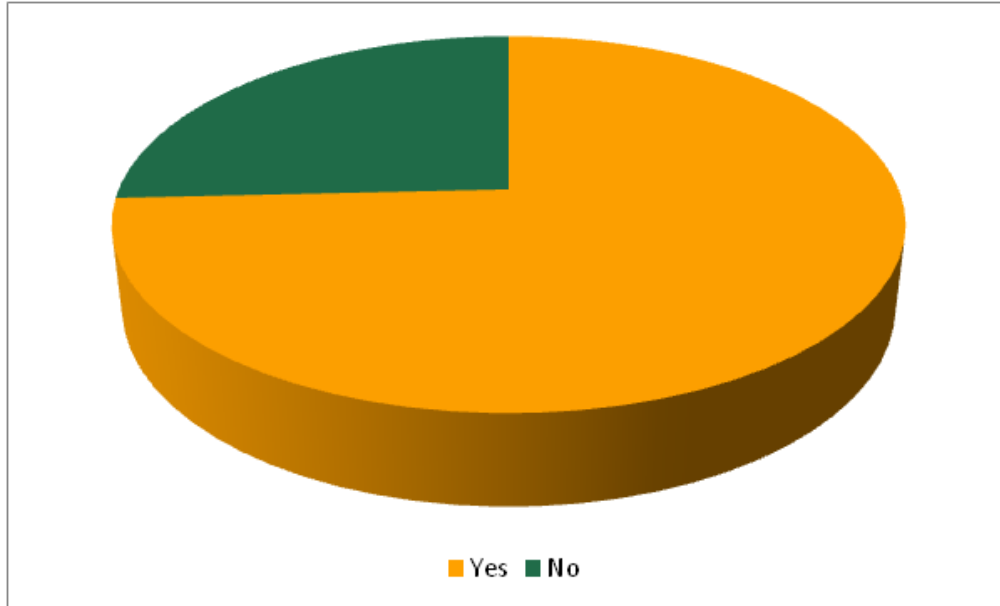
Key themes from the consultation:

- Safeguard existing green spaces.
- Progress on Dane Hydro project?
- Ensure policies are consistent with action taken.
- Should mention protection of the countryside, Green Infrastructure and bio-diversity.
- Importance of agricultural land to food production.
- Renewable energy systems and green developments can give Congleton competitive edge.
- More detailed consideration should be given to Green Infrastructure provision.
- Projects must be cost effective and provide value for money.
- Too vague.
- Provision of allotments.
- Mixed views regarding whether the town's remaining historic character should be safeguarded.
- More clarification of what amounts to "appropriate scale" for renewable projects.
- Encourage locals to think local and more self-sufficient. Let's have local combined heat and waste units that convert our waste to energy for use locally.

7 Deliverability and Viability

Do you agree with the Deliverability and Viability Theme in the draft Congleton Town Strategy?

- 66% of respondents answered this question
- Yes (74%); No (26%);

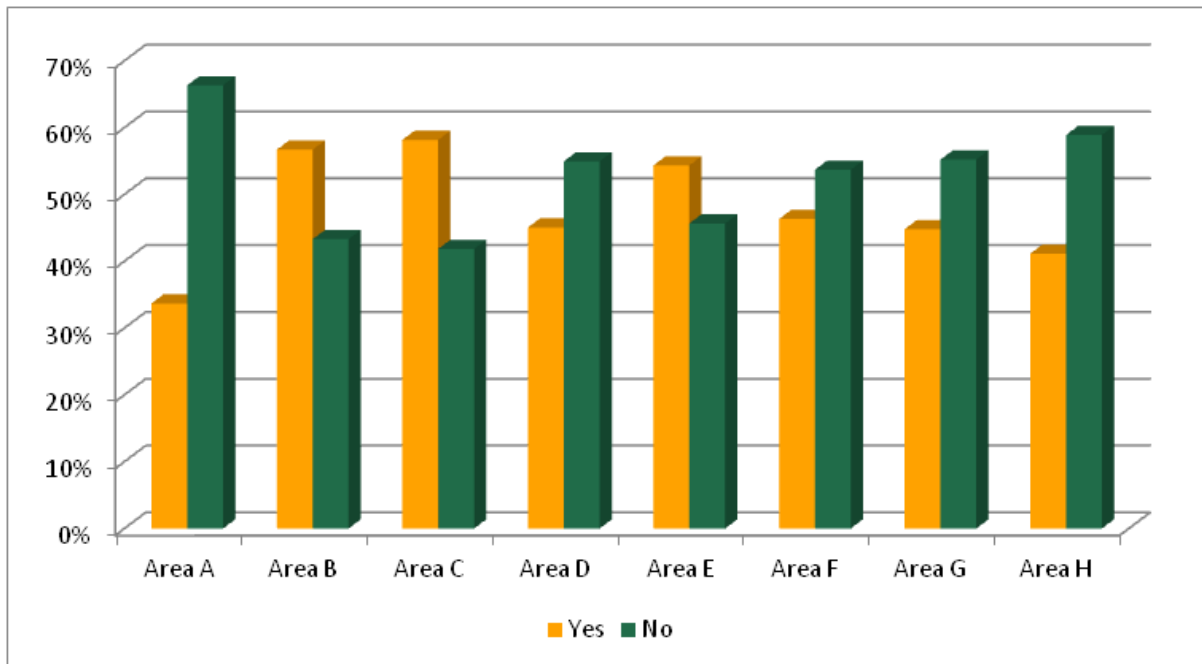


Key themes from the consultation:

- Some thought this theme was too vague and that the strategy was unviable, others thought its success would be measured by its implementation.
- NPPF requires a positive and proactive approach to planning.
- Needs a greater vision for Congleton – what is its unique appeal?
- Disagree with the value of this theme.
- Infrastructure needs to be provided first.
- Ensure the strategy has been informed by a credible and robust evidence base.
- It will impact greatly on other local communities for Congleton Town Council to achieve their plans.

Q4 Potential Development Options

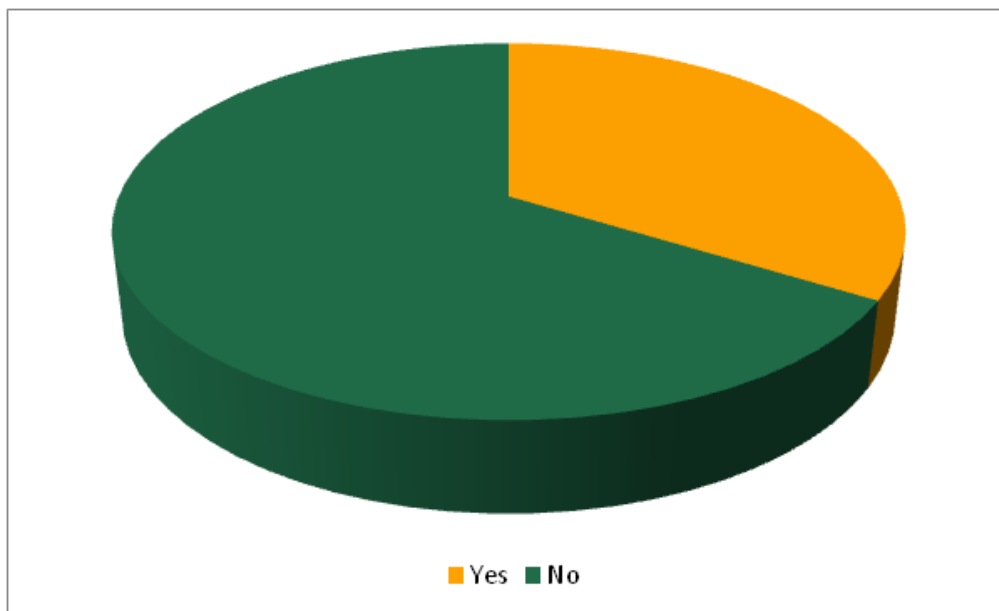
Do you agree or disagree with the potential areas for future development in the draft Congleton Town Strategy?



Site A

Do you agree with site A as a potential area for future development

- 64% of respondents answered this question
- Yes (34%); No (66%)



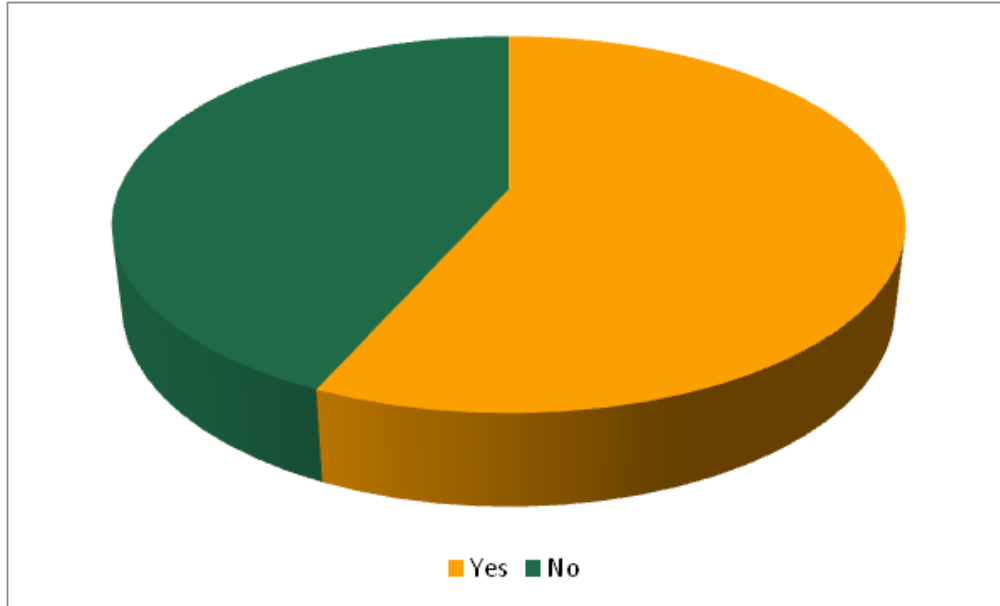
Key themes from the consultation:

- Brownfield sites should be developed first.
- Protect open countryside and green field areas.
- Demand for new houses is questioned.
- Current infrastructure is inadequate; cost of new infrastructure would be too high.
- Development on this side of town gives easy access to motorway and proposed economic areas.
- Protect Back Lane Village Green Status.
- Various comments are made regarding issues with the existing transport infrastructure.
- A bypass is needed.
- With regards housing and employment sites in Congleton, we seem to have a “mish-mash” of these around each other – typical example is Radnor Park.
- Development unfairly unbalanced to the north of Congleton.
- Land around the site is valuable for its agriculture, habitat and scenery; also it is subject to flooding.
- Comments regarding extensions to the Radnor Park link.
- Public transport links needed to make the site more sustainable.
- Comments disagreeing with the expansion of the town boundary.
- Building 1000 houses in a village of a few hundred will change the character of Somerford.
- Most suitable of all options.
- Homes should be nearer town and Business Park.

Site B

Do you agree with site B as a potential area for future development

- 63% of respondents answered this question
- Yes (57%); No (43%)



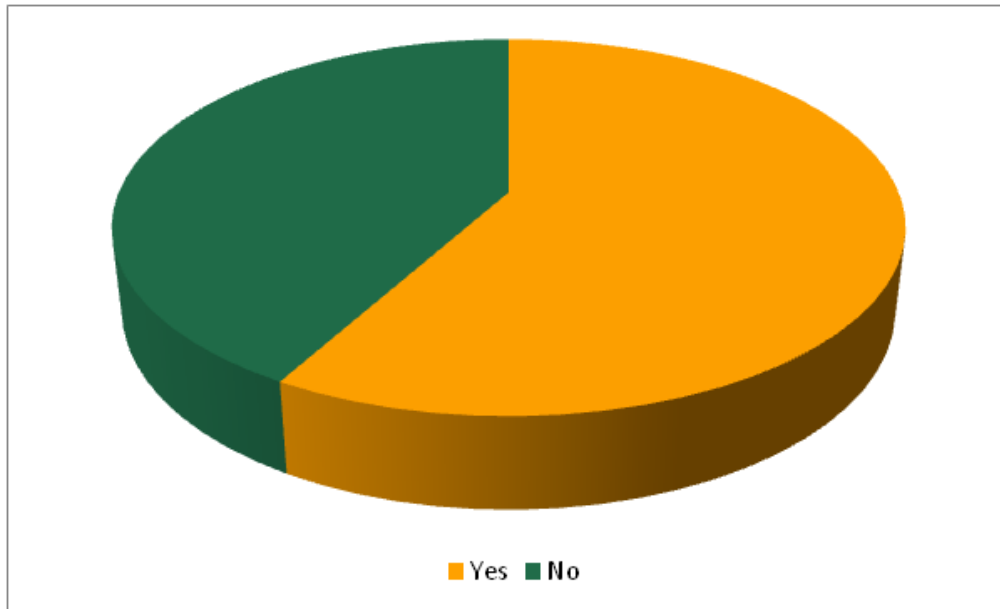
Key themes from the consultation:

- Bypass and access road must come first.
- Radnor Park needs to be remodeled.
- Urban sprawl into a rural environment.
- Some agree with this development whilst others question demand.
- It would provide easy access to motorway networks, without impacting the town centre area, which is practical for commercial vehicles.
- With regards housing and employment sites in Congleton, we seem to have a “mish-mash” of these around each other – typical example is Radnor Park.
- If this can be achieved within the town’s boundary.
- Based on road links and not rail.
- A logical extension to Radnor Park.
- Encroach onto Dane Valley with possible flooding consequences.
- Encourage town centre office employment.
- Mixed views regarding road capacity and the encouragement of sustainable travel.

Site C

Do you agree with site C as a potential area for future development

- 64% of respondents answered this question
- Yes (58%); No (42%)



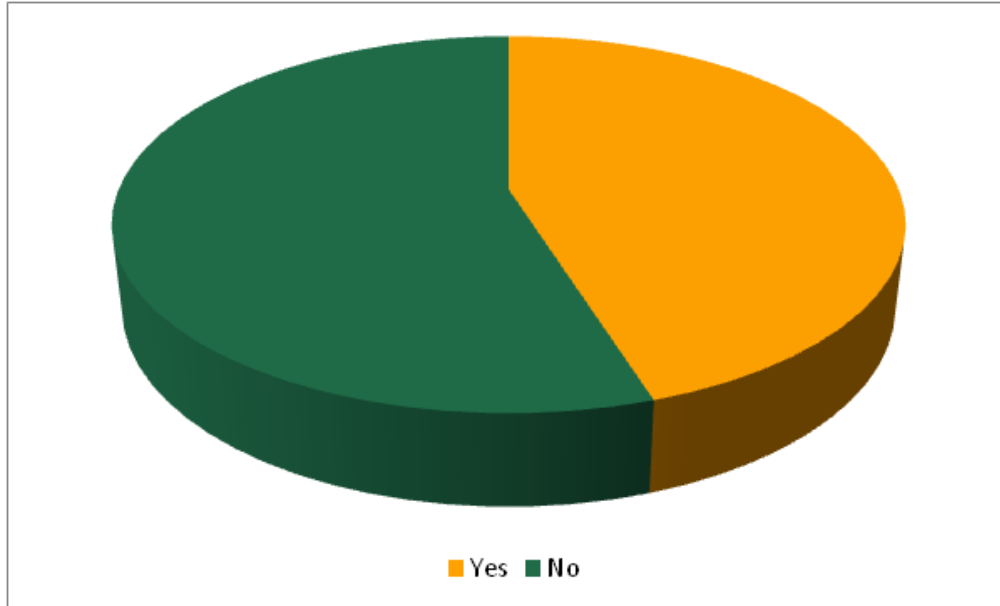
Key themes from the consultation:

- Requires improvement to road network.
- Northern Bypass needed.
- Contains a site of biological importance and is adjacent to ancient woodland, which would need to be given protection before the site is further developed.
- Radnor Park & Congleton Business centre should be linked internally to provide better access.
- No building should take place in the River Dane Valley.
- Sustainable travel measures need to be implemented.
- Impact on green areas.
- Not convinced of the need to attract new business.
- Need to attract office based businesses into town centre.
- Historically there were ground problems when earlier proposals for expansion of the employment area were suggested.
- Some agree with the proposal, though some think, more consideration and thought is required.
- Agree if this can be achieved within the town boundary.

Site D

Do you agree with site D as a potential area for future development

- 59% of respondents answered this question
- Yes (45%); Disagree (55%)



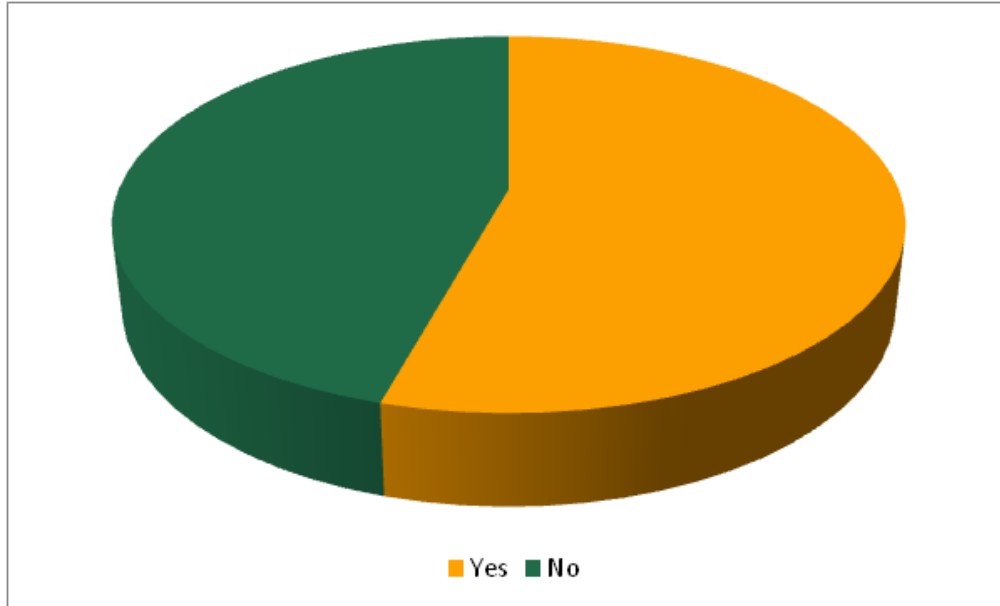
Key themes from the consultation:

- By-pass needed.
- Road infrastructure needs improvement.
- Urban sprawl into unspoilt countryside.
- Brown field sites should be developed first.
- Inadequate infrastructure.
- I can not see much benefit as the houses on the old cattle market have not been a great success.
- Too many houses proposed.
- Loss of agricultural land.
- Too far out of town centre.
- Not convinced of the need for development.
- If green field sites are to be developed, they should be on this side of the town to give access to the motorway network and future bypass.
- Sustainable travel measures need to be implemented and public transport to the town and railway improved.
- Area has already been built on and does have some capacity to have more limited housing stock.
- This area has landscape and topography constraints and is located away from town centre.
- Area D has sewage drainage difficulties.
- Distance from Town Centre.
- Does not fit in with an agenda of community, town centre revival and heritage

Site E

Do you agree with site E as a potential area for future development

- 60% of respondents answered this question
- Yes (54%); No (46%)



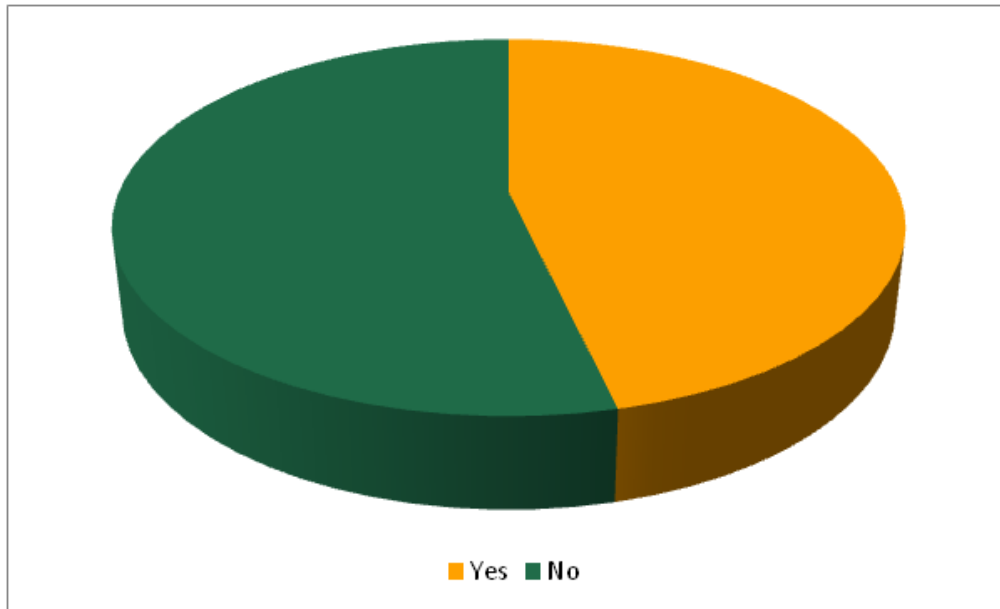
Key themes from the consultation:

- Bypass required.
- Cost of infrastructure.
- Need to resolve town centre traffic congestion.
- There is enough expensive / commuter housing already; a high priority is affordable homes.
- Development on the scale that would be achievable on the site would not be of sufficient size to provide significant community benefits on site.
- Natural infill, modest scale.
- Size of development which makes sense for the town.
- Increase traffic congestion.
- Location sustainable as close to station.
- This area has a high nature conservation value and is a recreational area.
- Object due to impact on open countryside.
- Brownfield sites to be developed first.
- No need for development.
- The landscape and topography would make development very difficult.
- Access issues to the area.
- Agree - If the housing and employment areas are designed well and in the right places.
- The land is poor agriculture and ready for development.
- Impact on the open countryside.

Site F

Do you agree with site F as a potential area for future development

- 62% of respondents answered this question
- Yes(46%); No (54%)



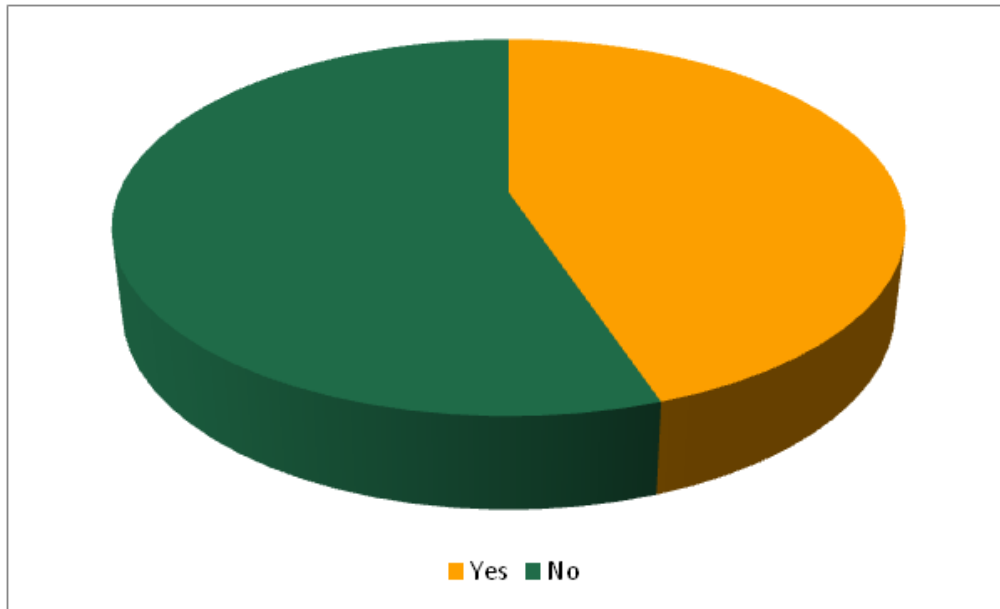
Key themes from the consultation:

- Road infrastructure, access and congestion issues.
- The area is of significant nature conservation and geo-diversity value (sand cliffs in the Howty Valley). It also has significant recreational use with the many footpaths and bridleways passing through area.
- The topography also makes development difficult especially at the steep sided Howty and Dane River valleys.
- Do not agree with any building on open countryside / greenfield areas.
- Should be designated as Local Green Space.
- No proven need for development.
- Need for new roads and by-pass.
- Proximity to railway an advantage.
- Impacts upon Conservation Areas.
- May be a flood risk area.
- Brownfield sites to be developed first.
- Loss of highly valued recreational area of the town.
- 300 homes in a cul-de-sac from town centre not a good idea.
- Great numbers of people who live and work in Congleton now park in Moody Street and in Howey Lane in order to avoid parking fees in the town centre.
- Lamberts Lane crosses the Macclesfield Canal over the snaily bridge a scheduled structure of historic importance and which is totally unsuited to carry any development traffic.
- Nature and wildlife conservation value. Inadequate infrastructure.

Site G

Do you agree with site G as a potential area for future development

- 63% of respondents answered this question
- Yes (45%); No (55%)



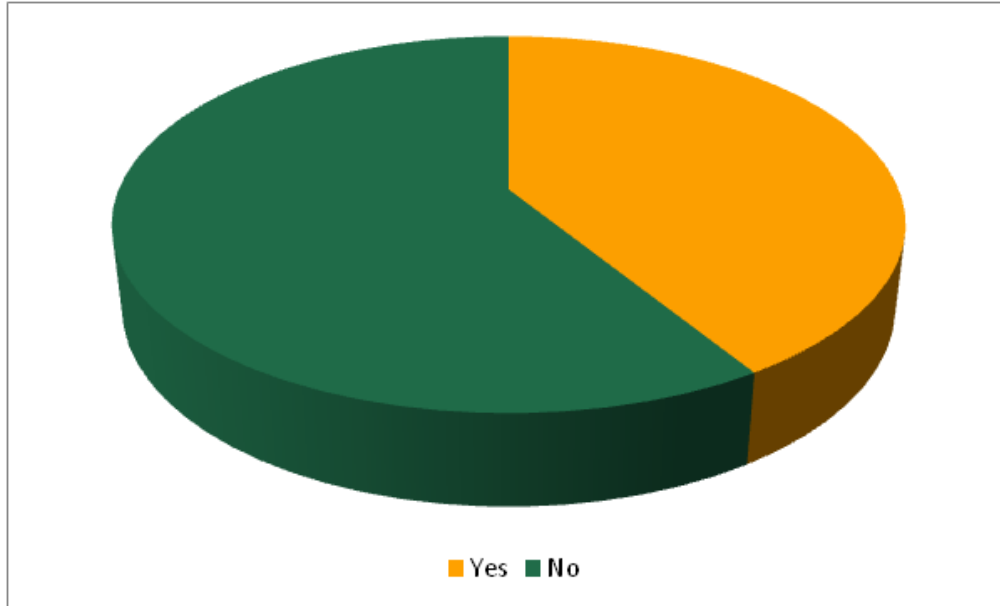
Key themes from the consultation:

- Protect open countryside and greenbelt areas.
- Prime agricultural land.
- Inadequate road infrastructure / capacity.
- Bypass a priority
- Represents undesirable expansion of the town and urban sprawl.
- The site is fairly remote from local and town centre facilities.
- Good access to motorway and reasonable for A34 and south to A50.
- No demand for development.
- Part of the area has degenerated to poor agriculture. The time is right to develop.
- Sustainable due to accessibility to shops, services and transport connections.
- Large scale expansion would allow services, facilities and community benefits to be provided as part of the scheme to improve sustainability of this part of Congleton.
- Concerns over impact to town centre.
- Sustainable travel must be incorporated into this development.
- Mixed use areas are preferable.
- Infrastructure costs too high.
- To preserve some ready access to the countryside develop either one of areas G or H, but not both.
- A good site for a well-designed, energy efficient business park.

Site H

Do you agree with site H as a potential area for future development

- 59% of respondents answered this question
- Yes (41%); No (59%)



Key themes from the consultation:

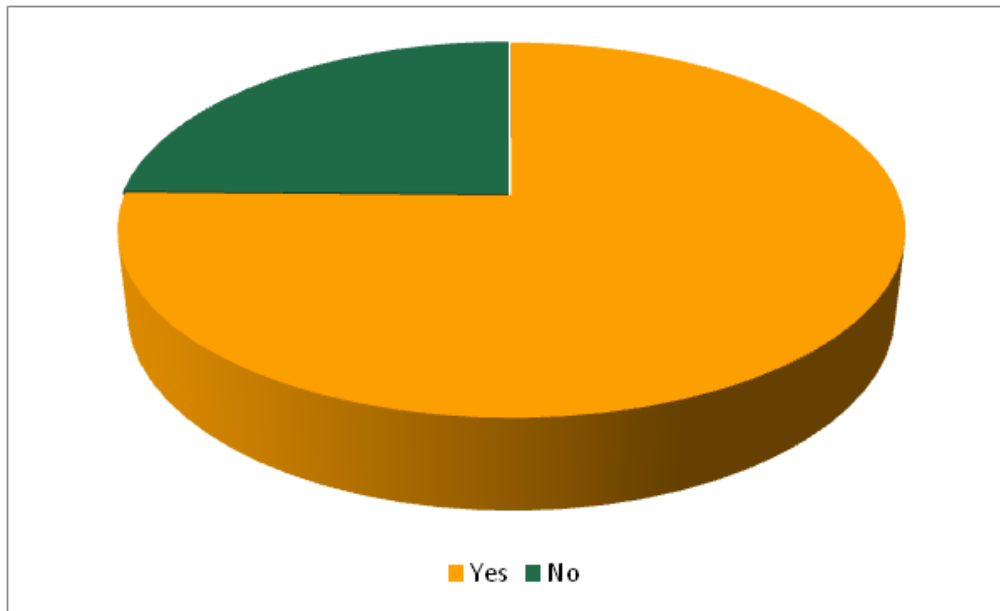
- Good as has links to both M6 junctions and A50.
- Protect open countryside and greenbelt areas.
- Prime agricultural land.
- Inadequate road capacity / infrastructure.
- Represents undesirable expansion of the town and urban sprawl.
- Based on road links, not rail.
- Significant travel planning and sustainable travel must be incorporated into this development.
- Mixed use proposal preferable to housing only.
- Infrastructure costs too high.
- Benefits would accrue to the western towns, not Congleton because of better transport links.
- Road links would need to be improved.
- Contrasting views regarding the sustainability of the site in terms of public transport, access to and provision of facilities.
- Topography an issue.
- Loachbrook Farm contains Cheshire's best preserved neolithic long barrow.

Q5 Town Centre Character Area

Town Centre Character Area A

Do you agree with the Town Centre Area A (Retail Heart) in the draft Congleton Town Strategy?

- 66% of respondents answered this question
- Yes (75%); No (25%)



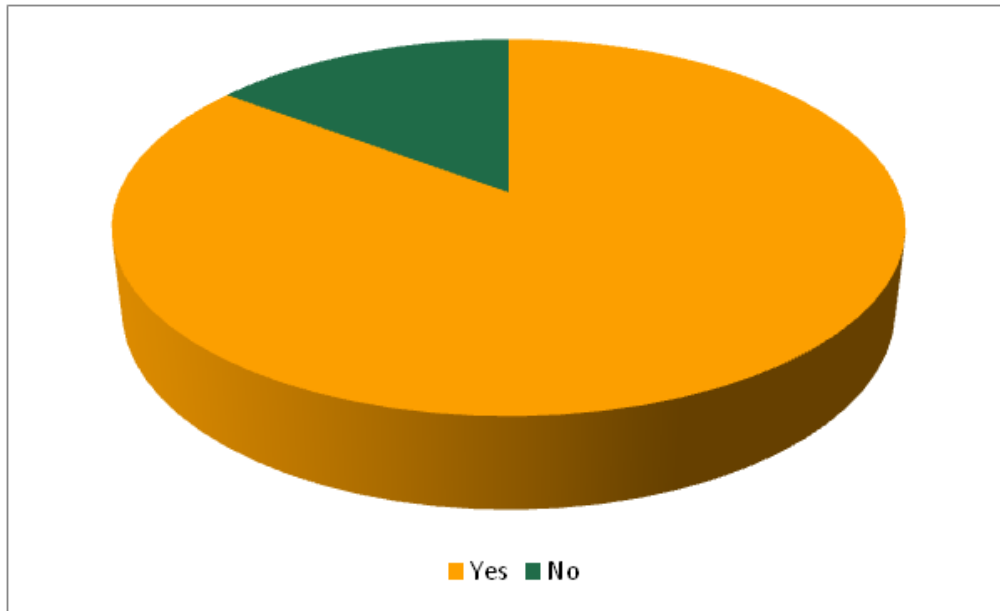
Key themes from the consultation:

- Improve connections between Barn Road and Town Centre.
- Address access and parking arrangements.
- Disagree with Hotel.
- Depends on the quality of services.
- Too much emphasis on retaining the 'historic townscape'.
- Remove Bridgestones 1.
- Focus on small businesses.
- Quality hotel would be good for existing businesses.
- Rejuvenate appearance of the Morrison's store.
- There should be a good "market hall" example Leek indoor market.
- Housing and non-retail employment development should be incorporated.
- Concerns over the mix and quality of retail stores.
- Enhance Buglawton / Brook Street 'gateway' into the town.
- Town centre needs to be made safe both day and night.
- Development needs to attract younger people.

Town Centre Character Area B

Do you agree with the Town Centre Area B (Cultural Quarter) in the draft Congleton Town Strategy?

- 66% of respondents answered this question
- Yes (85%); No (15%)



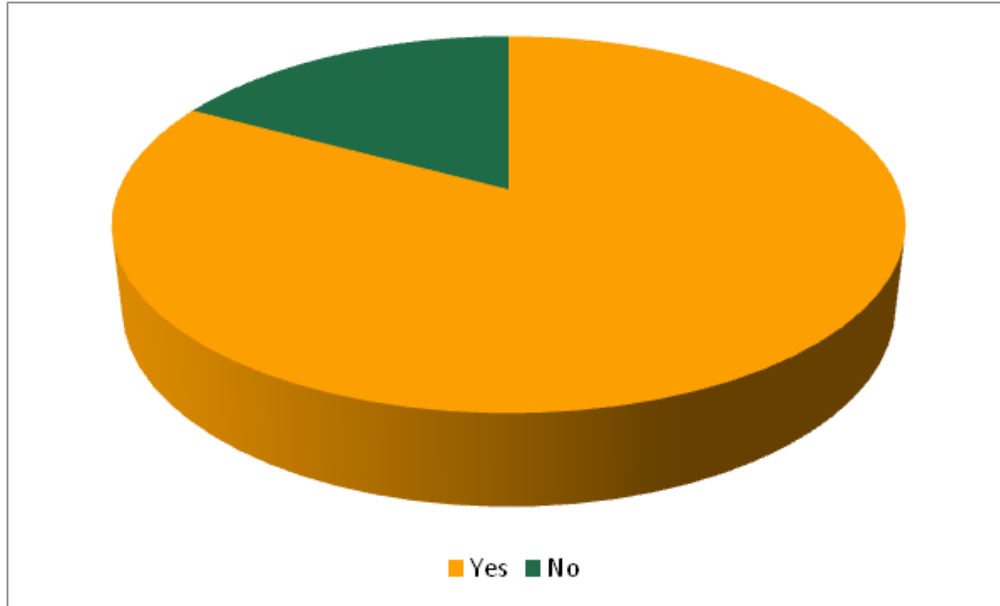
Key themes from the consultation:

- Should be the heart of the town.
- Potential for relocation of theatre and provision of cinema.
- Depends on quality of services.
- Better for the town to be developed for health care facilities than Culture.
- Should be extended to include St Peter's Church which is a grade 1 listed Georgian Church.
- Permanent art exhibitions.
- Better integration with the 'Retail Heart' is needed.
- Needs more specific vision.
- Easy parking and attractive environment.
- Requires regeneration / rebuilding of Library and Police station and the ex-council buildings.

Town Centre Character Area C

Do you agree with the Town Centre Area C (Lawton Street) in the draft Congleton Town Strategy?

- 65% of respondents answered this question
- Yes (83%); No (17%)



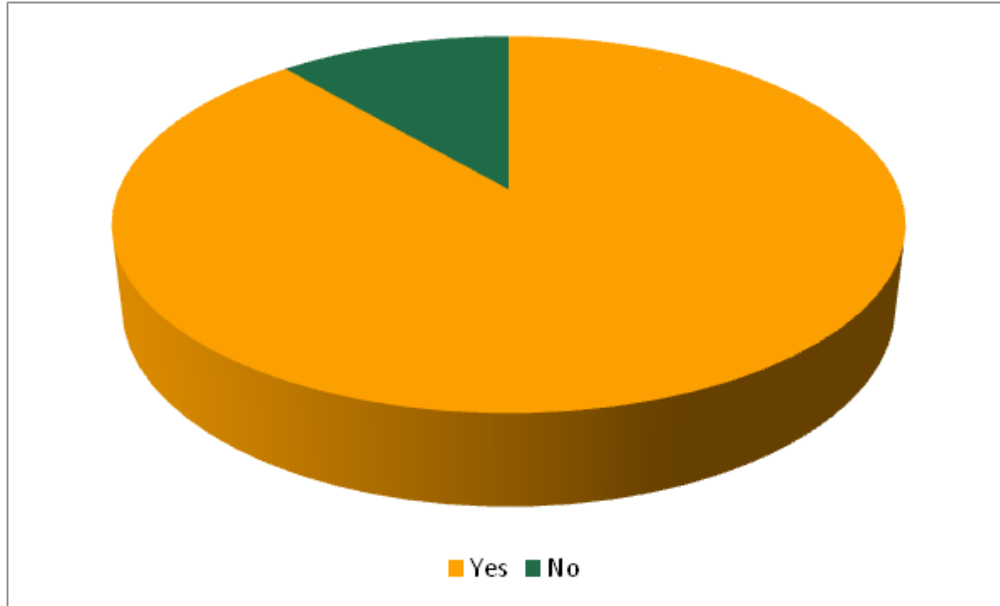
Key themes from the consultation:

- No more Takeaways
- Area could benefit from careful redevelopment.
- Does not reflect or enhance heritage.
- Too much importance attached to the 'historic townscape'.
- Appropriate housing should be encouraged.
- It is important to maintain and enhance the existing retail and service uses in this area.
- Alternative uses only when retail and service uses are not possible.
- A nightclub could be detrimental to the area.
- Previous decisions have damaged this area
- Market Street, High Street and Lawton Street should be made one-way.
- Connection of the two parts should be by means of a pedestrian bridge (or subway) with ramps for disabled persons.

Town Centre Character Area D

Do you agree with the Town Centre Area D (Leisure Hub) in the draft Congleton Town Strategy?

- 63% of respondents answered this question
- Yes (89%); No (11%)



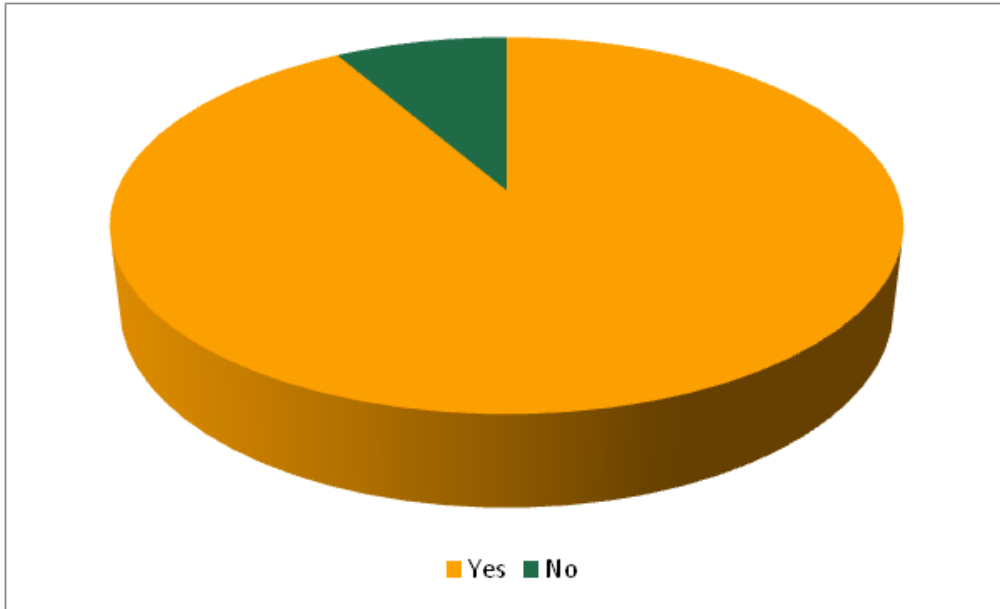
Key themes from the consultation:

- Opportunity to amalgamate leisure centre and library to create a lifestyle centre.
- River Dane given more priority – accessible riverside walks.
- Congleton Park and theatre are key assets to the town.
- Depends on quality of services.
- Parking is an essential consideration.
- Previous decisions have damaged this area
- Mixed views regarding the viability and efficiency of the leisure centre.
- Mountbatten Way cuts this area off from town.
- Unused land could be allocated to housing.

Town Centre Character Area E

Do you agree with the Town Centre Area E (Roodhill and Ropewalks) in the draft Congleton Town Strategy?

- 62% of respondents answered this question
- Yes (92%); No (8%)



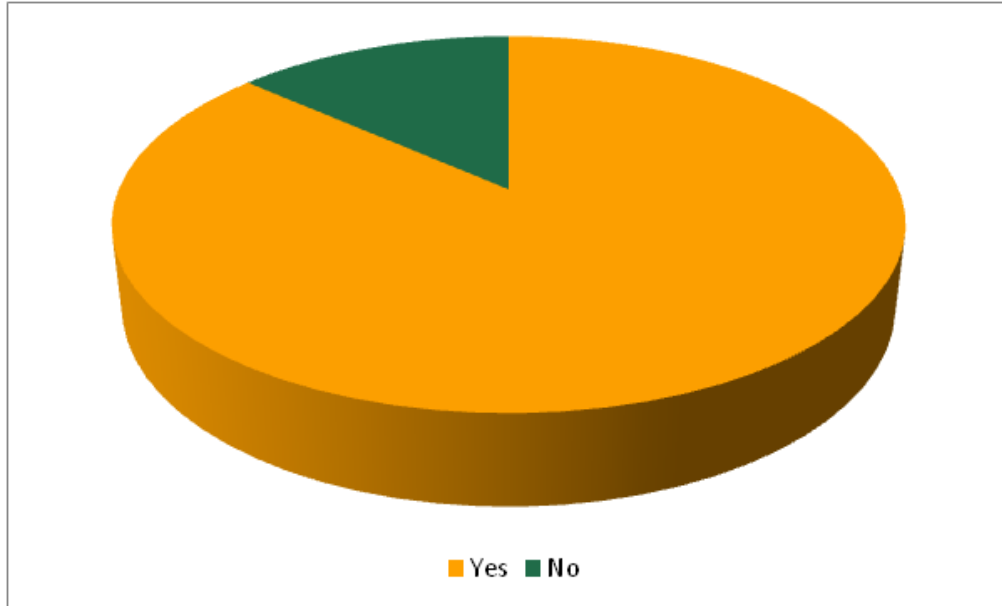
Key themes from the consultation:

- Potential of the River Dane – walkways, cafes, seating etc.
- Remove the steamboat on the River Dane.
- Area needs extending to include Hill Field Steps.
- Mill projects look unfinished.
- Many substandard buildings along Rood Hill and near the roundabout.
- Links between the town centre and Barn Road.
- Nothing should be done to inhibit the through flow of traffic.
- Improve this area, to encourage visitors.

Town Centre Character Area F

Do you agree with the Town Centre Area F (West Street) in the draft Congleton Town Strategy?

- 63% of respondents answered this question
- Yes (86%); No (14%)

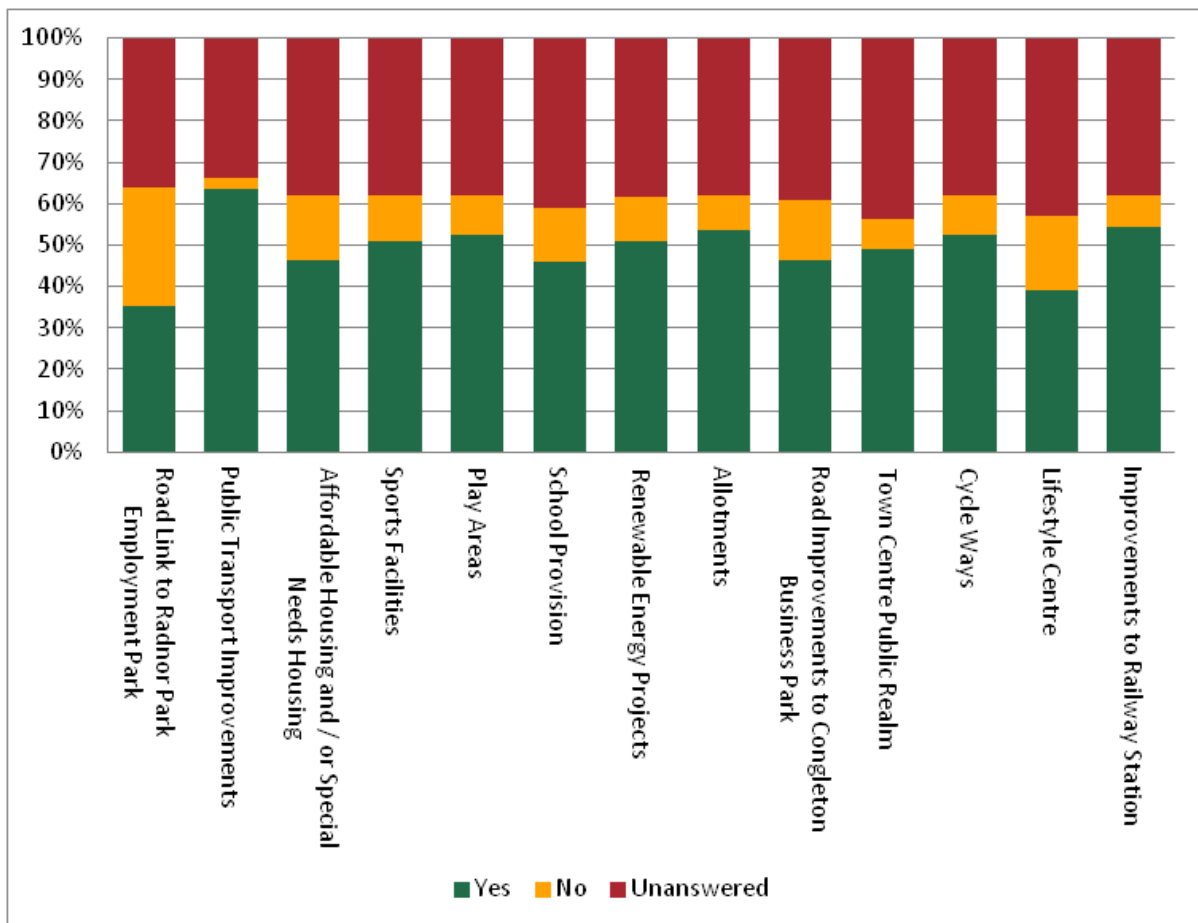


Key themes from the consultation:

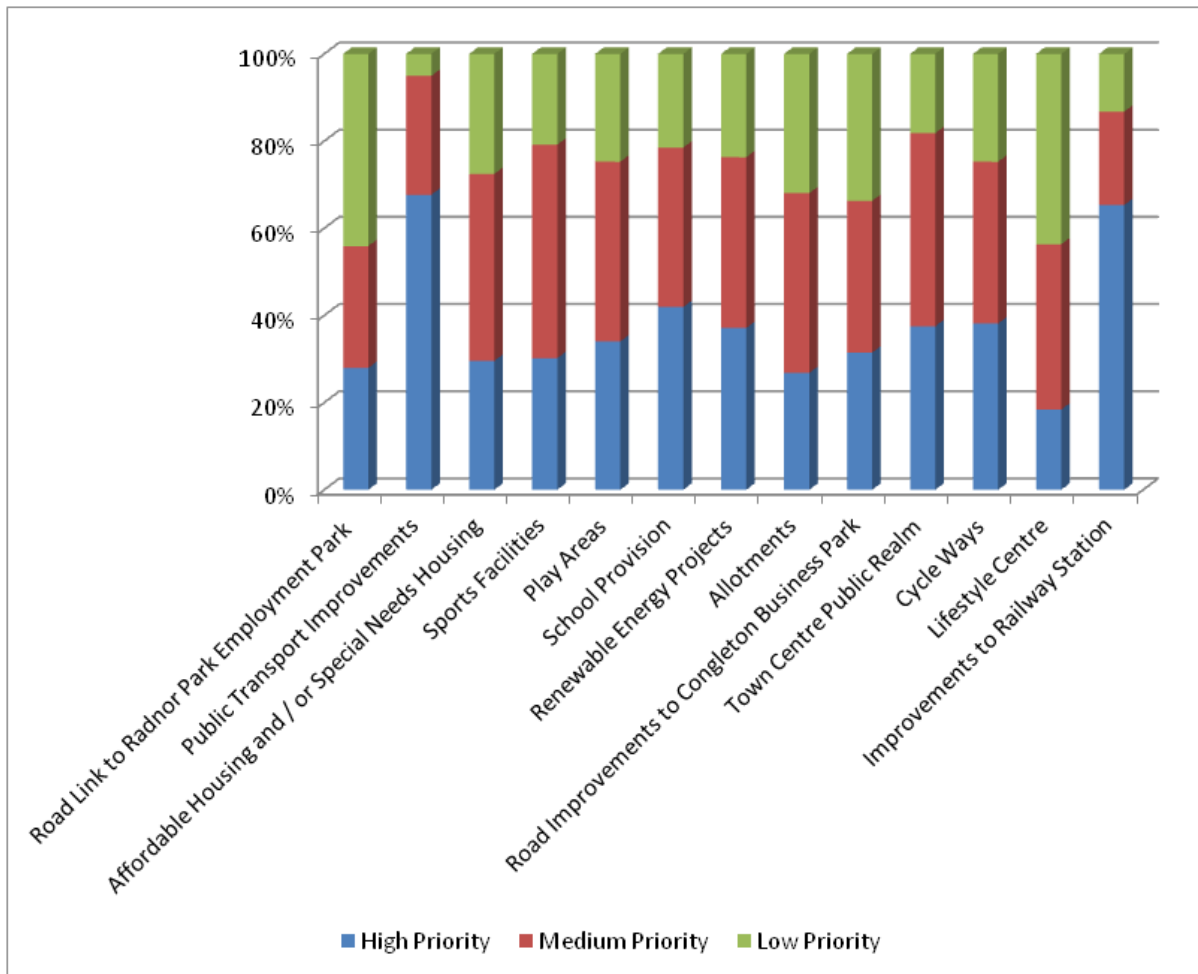
- The 'evening economy' should be safe and family friendly.
- Maintain existing retail and service uses in this area.
- The current pedestrianised area would be nice for sitting out in the daytime or evening if there was scope there to make more eateries.
- Residential uses are important.
- Derelict properties should be brought into use.
- Don't actually specifically state what may happen in these areas
- What is meant by 'link'?

Q6 Infrastructure Priorities

Do you agree with the infrastructure priorities for Congleton?



What level of priority should be given to the infrastructure priorities identified in the draft Congleton Town Strategy?



Q7 Other Infrastructure Priorities

Do you consider there to be any other infrastructure priorities not listed here?

Key themes from the consultation:

- Northern Bypass is a high priority.
- Road link from Holmes Chapel Road, via Radnor Park and Congleton Business Park terminating onto Barn Road (known as Phase 1 of a future Northern By-pass)
- Astbury Mere Visitor Centre extension.
- Empty shops – utilised for community projects.
- Traffic calming on Canal Road
- Pedestrianisation of town centre.
- Linkages across town.
- Air Quality Action Plan.
- Improvements to Wagon and Horses Junction.
- Green infrastructure and Open Countryside.
- Decontamination of Brownfield sites.
- High speed broadband.
- Facilitate electric power cars.
- Access to the River Dane and footpaths alongside it.
- Improved and free car parking to revitalize the shops in the town centre
- Relocate the council waste disposal dump from Barn Road.
- Create Underground car parks.
- Upgrade bridge at bottom end of Eaton Bank / Jackson Road to allow vehicles through.
- Widening the A34 to improve traffic flow.
- Affordable housing and housing for elderly population.
- Relieving traffic congestion.

Q8 Additional Comments

Are there any additional comments that you wish to make on the draft Congleton Town Strategy?

A large number of additional comments were made on Draft Congleton Town Strategy. In the interest of brevity the key themes, which don't appear elsewhere in this document, have been summarised below. Full versions of the comments are available in the Draft Congleton Town Strategy: Headline Results report.

- Provide a Retirement village: This would provide a safe, sociable place for retired people and release family size houses onto the market.
- Greater emphasis on climate change mitigation is needed.
- Potential for the relocation of Congleton Football club.
- Greater emphasis on planning for old age and disability e.g. provision of Public Wellbeing Centres, Day and Respite care and putting empty public buildings to good use.
- Greater weight needs to be given to the rural economy and land of high agricultural value.
- Potential for the relocation of Crewe Crematorium and Cemetery in the next 2-3 years.