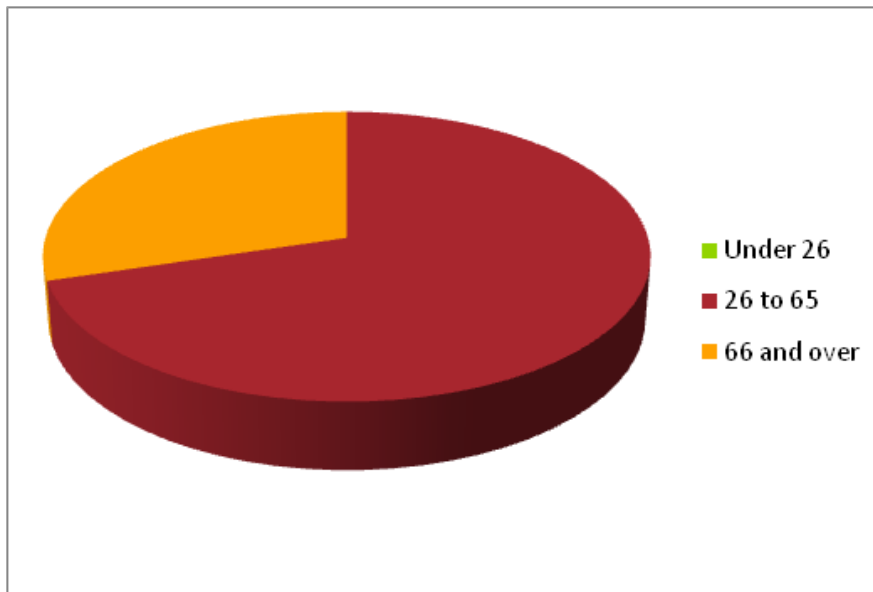


## Draft Middlewich Town Strategy: Summary Report of Consultation

### Overall Response

A total of **62** representations were received on the draft Middlewich Town Strategy.

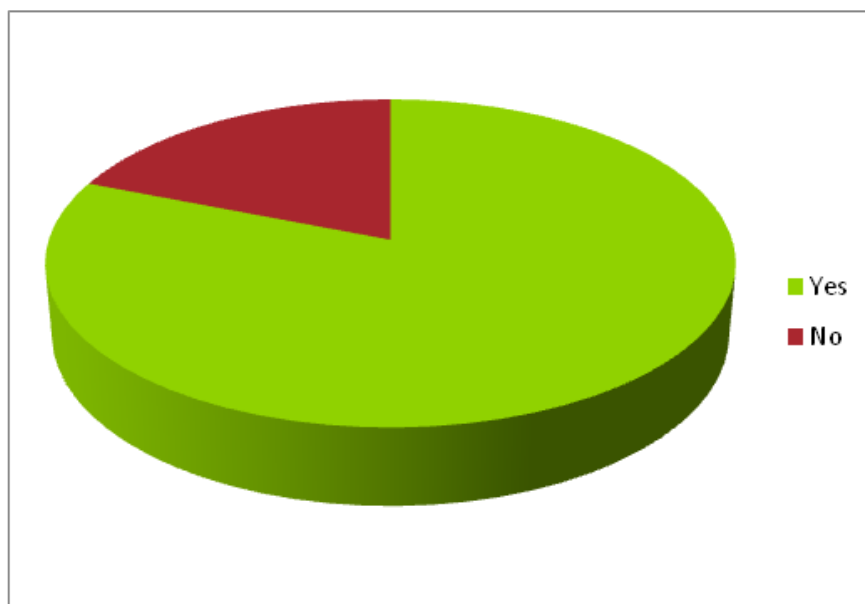
Of the 37 respondents who entered their age details, none who took part in the consultation were under the age of 26; 70% were aged 26 to 65 and 30% were aged 66 and over.



## Q1 Vision

### Do you agree with the Vision for Middlewich?

- 40% of respondents answered this question
- Yes (81%); No (19%)



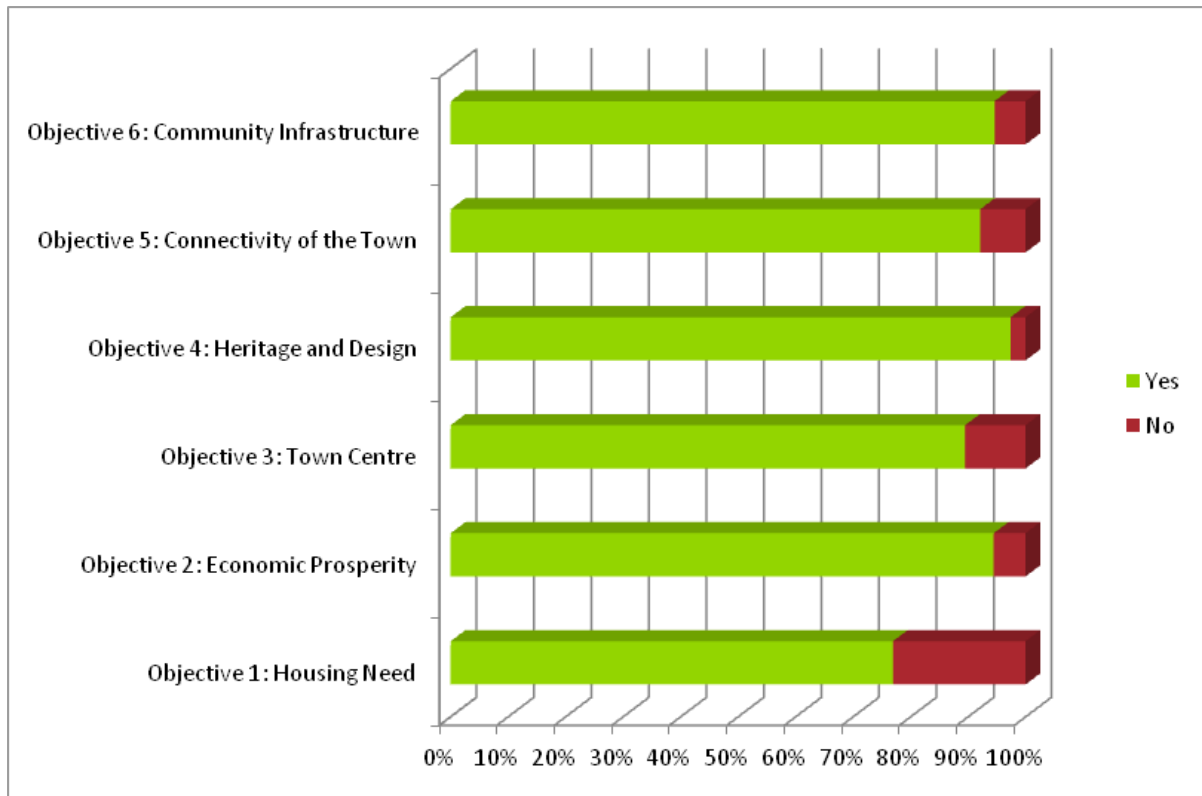
### Key themes from the consultation:

- Must address infrastructure requirements before/alongside provision of new housing
- Prioritise improvement of transport infrastructure
- Support the recognition that Middlewich should be a 'growing town' to achieve a critical mass that will support and requires new housing
- Growth of the town's population and economy needs to be supported by improved retail and leisure provision
- Greater emphasis required on meeting the needs of children and young adults
- Consider transport links to schools
- Identify implementation timescales and priorities
- Unrealistic vision covering areas outside Cheshire East Council
- Well thought through priorities
- Support proposals to enhance heritage of canal network, protect built and natural environment and provide multi-use, well-connected and accessible open spaces
- Cannot achieve improvement of town centre without major redevelopment
- Prioritise reduction of the need to travel
- Object to loss of greenfield sites
- Proposals will increase road congestion
- Not sufficient demand to support re-opening Middlewich Rail Station

## Q2 Objectives

### Do you agree with the Objectives for Middlewich?

- 63% of respondents answered Objective 1 (Housing Need), 58% Objective 2 (Economic Prosperity), 61% Objective 3 (Town Centre), 61% Objective 4 (Heritage and Design), 61% Objective 5 (Connectivity of the Town Centre) and 60% answered Objective 6 (Community Infrastructure).



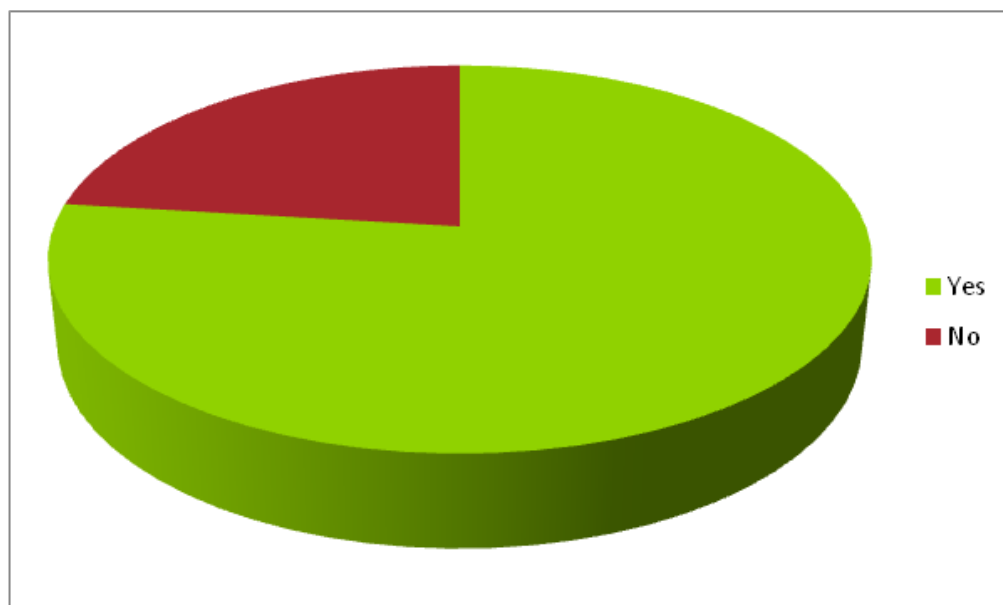
### General Comments covering all Objectives:

- All objectives need to be supported by and linked to the evidence base
- Broadly agree with all objectives

## 1 Housing Need

### Do you agree with the Housing Need Objective as set out in the draft Middlewich Town Strategy?

- 63% of respondents answered this question
- Yes (77%); No (23%)



#### Key themes from the consultation:

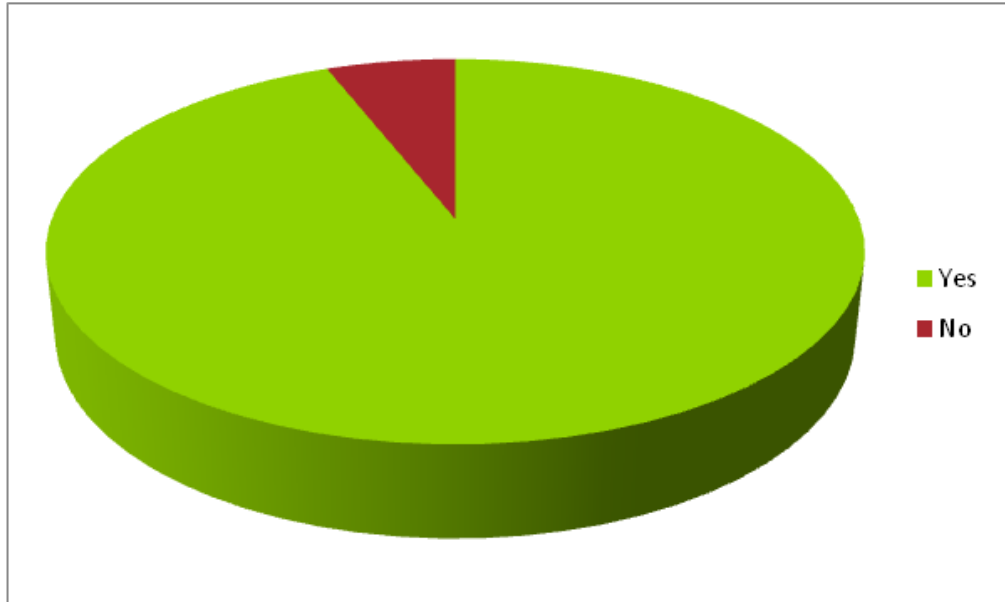
- Development should be prioritised in the town centre and on brownfield sites rather than outside the settlement boundary or on greenfield sites
- The level of housing growth is acceptable provided infrastructure is improved and employment opportunities are increased
- The level of housing growth proposed is the minimum required in Middlewich
- The proposed level of housing needs to be reduced
- Housing must be affordable and environmentally efficient
- Infrastructure and job availability cannot cope with the proposed level of new housing
- New housing should seek to meet the needs of the community
- Seeking to improve the canal corridor through housing development will have a negative impact on the asset and increases risk and liabilities. It is already well-maintained.
- The Trent and Mersey Canal and railway line create barriers which should be addressed by improving links or creating more mixed-use areas
- Hard to identify the exact location of specific development options
- Development should only occur following management of traffic problems, improvement of transport links and enhancement of infrastructure and services
- Support provision of a mix of good quality, well-designed housing types at a number of appropriate locations around the town reflecting community need and aspirations
- Provision of specialist housing particularly for the elderly
- No need for additional affordable or buy to let housing

- The objective should make reference to the presumption in favour of sustainable development
- Brownfield sites should be prioritised over greenfield sites
- The level of housing for each settlement should be determined within the Core Strategy, reflecting the findings of the evidence base and informed by the SHMA
- Consideration of spatial distribution options within the Core Strategy Issues and Options has not been completed. There has been no analysis of the document showing consultation responses, proposed scale of development of preferred option. It is therefore premature to give proposed levels of housing in Middlesbrough.
- The level of housing proposed will result in development which is too dense
- There will be local opposition to new development
- Concern about housing development of brownfield land as it reduces availability of employment sites and reduces levels of developer contributions
- Greenfield urban extensions will ensure housing requirements and community benefits are achieved
- Development should be focused to the north of the town
- Development should focus on restoring the heart of Middlesbrough rather than building large housing estates on the outer edge of the community
- The document adequately reflects the need for specialist housing. Considerations include topography, safety and the environment, mobility, services and community facilities.
- Make use of vacant buildings and use existing housing more intensively

## 2 Economic Prosperity

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

- 58% of respondents answered this question
- Yes (94%); No (9%)



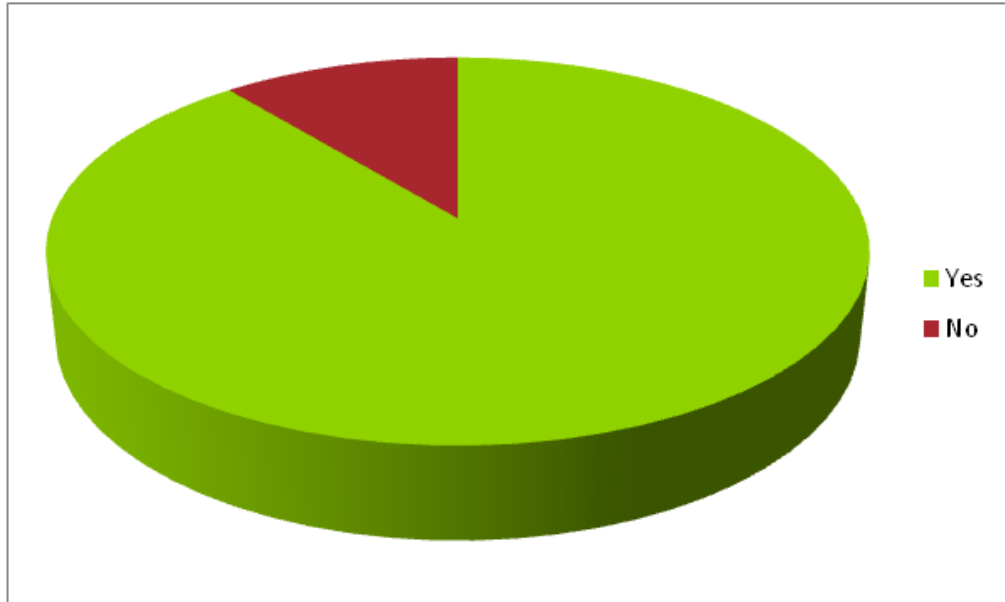
#### Key themes from the consultation:

- New employment should focus on full-time jobs and high quality, sustainable employment which creates the greatest number of jobs
- Heritage assets should be enhanced to improve the economy of the town
- Leisure facilities should be considered a key aspect of the town's economy
- Concern about impact of increased jobs on transport infrastructure.
- Light pollution can result from employment development
- Support the need to attract manufacturing to the area
- Support expansion of Midpoint 18 and creation of employment opportunities there
- Employment development at Midpoint 18 should occur for a defined end user and not speculatively
- Economic prosperity has been well considered
- Enhance transport infrastructure including railway station and Eastern Link Road in order to support employment development
- Provide employment in advance of residential development
- Enhancement of the economy should not jeopardise the character of the town
- Promote opportunities related to the canal network
- Provide incentives for employers providing high-value jobs and training to local people
- Make use of vacant buildings

### 3 Town Centre

#### Do you agree or disagree with the Town Centre Objective in the draft Middlewich Town Strategy?

- 61% of respondents answered this question
- Yes (89%); No (11%)



#### Key themes from the consultation:

- Support for town centre aspirations
- Town centre will only be successful if local people and visitors use it; and it is clean, well-managed and policed
- Management of congestion and parking are key
- Support for town centre redevelopment including increased choice and larger retailers
- Support the use of national retailers as anchor stores, provided they integrate into the town
- National retailers would negatively affect existing independent retailers and discourage others from setting up in the town in the future
- Enhance the public realm
- Enhance street furniture
- Protect the natural environment within the town centre
- Road redesign must consider impact on access to schools
- The town is in need of urgent attention
- Need greater detail on how the town centre will be enhanced
- Must create a feeling of pride and safety
- Build supermarkets in the town more quickly
- No need for additional supermarkets
- Additional supermarkets are needed in a growing town and will not affect specialised stores
- Support for civic hub adjacent to the canal and Lewin Street
- Do not compromise access to the town centre by building infill housing

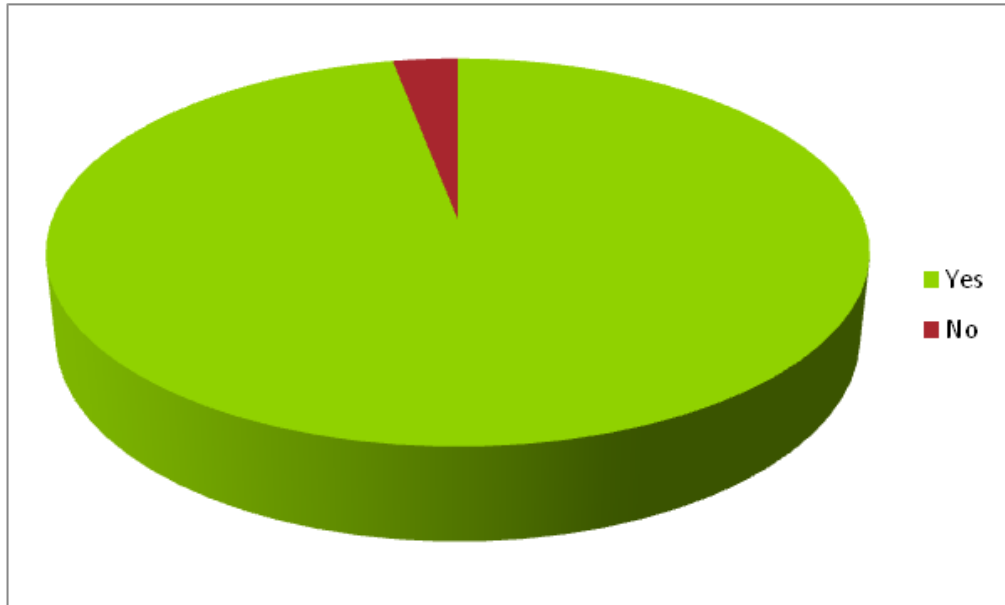
- Protect the quality of life of those already living in the town centre
- Offer competitive rental values and reduce business rates
- Consider the character of the town centre as development occurs
- Impact of Middlewich enhancement on Crewe town centre



#### 4 Heritage and Design

##### Do you agree or disagree with the Heritage and Design Objective in the draft Middlewich Town Strategy?

- 61% of respondents answered this question
- Yes (97%); No (3%)



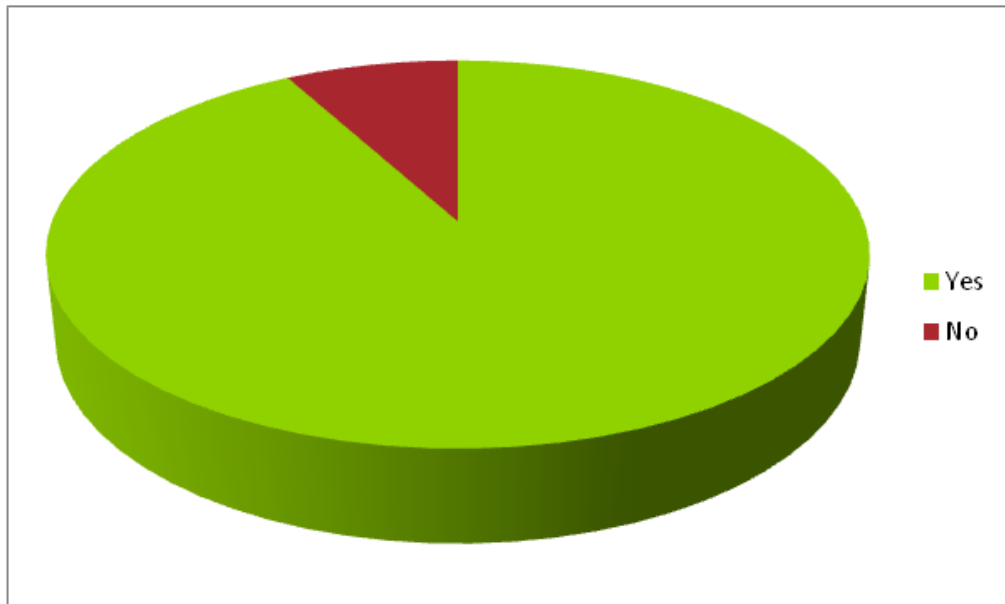
##### Key themes from the consultation:

- Support proposed environmental improvements
- Support for canal network objectives, can attract visitors and create green links
- Support town wharf redevelopment which should include the post office
- Enhancement of heritage assets requires major investment
- Encourage good design by improving existing assets
- New development must protect the heritage of the town
- Enhancement of heritage assets will promote Middlewich as a nice place to live
- Are these objectives achievable? Sceptical the improvements will occur.
- Do recent development proposals complement the character of the town? Middlewich has a diverse character which must be reflected in design guidance and new development
- Environmental enhancement should not occur at the expense of residential and economic development
- What energy projects are intended?
- New development should reduce the need for travel or incentivise low carbon transport modes so as not to adversely affect local air quality through emissions

## 5 Connectivity of the Town

### Do you agree with the Connectivity of the Town Objectives in the draft Middlewich Town Strategy?

- 61% of respondents answered this question
- Yes (92%); No (8%);



#### Key themes from the consultation:

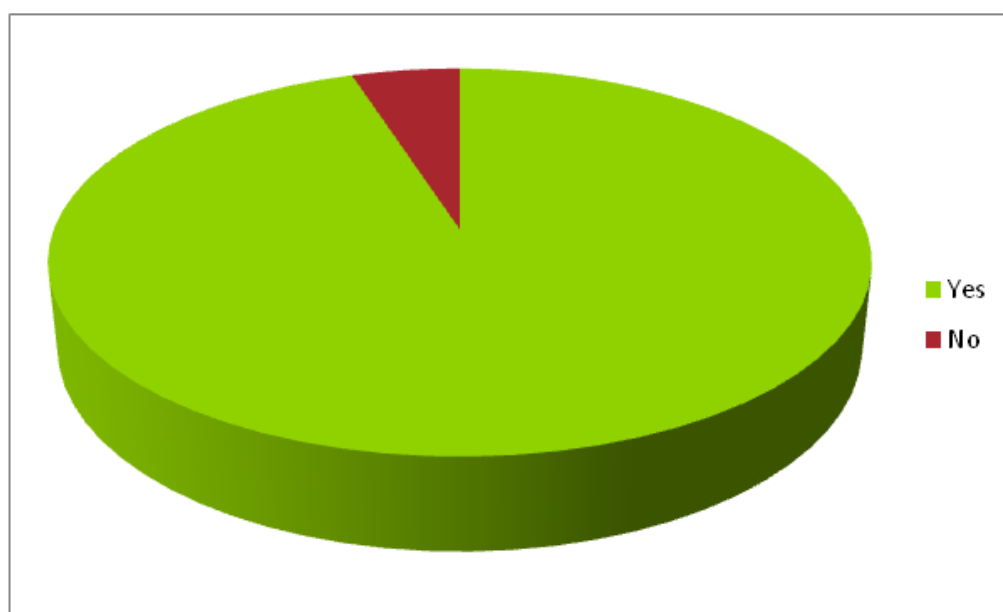
- Support for and objection to the reinstatement of Middlewich Railway Station. Several respondents doubt that there is sufficient demand, others believe it would increase sustainability and visitor appeal, and reduce reliance on private transport.
- In the case of reopening the station, consider parking facilities and bus interchange.
- Support improvements to the connectivity of the town but feel the objectives are difficult to understand
- Town centre requires improved parking facilities
- Following completion of the Middlewich Eastern Link Road, the roads through the nearby housing estates should be designated as for access only
- Support for and objections to the Middlewich Eastern Link Road: it will dissuade people from visiting the town centre; it will move congestion rather than relieve it; it will not reduce much of the town centre congestion
- Support for Eastern Link Road as it will link the canal back to the town and church
- Support for improved provision of public rights of way and buses, particularly their speed, frequency and routes including a service around the town and to existing railway stations
- The objectives should incentivise low carbon technologies by providing appropriate technologies
- Local taxi firms should be allowed to use the town centre taxi rank
- Generally agree with the strategy
- Must address through traffic between Winsford/Nantwich and the M6
- Enhancement of traffic infrastructure is a key priority and needs urgent intervention

- Transport infrastructure is currently very poor and must be enhanced
- Shared space scheme requires explanation and further assessment; it could be expensive

## 6 Community Infrastructure and Services

### Do you agree with the Community Infrastructure and Services Objectives in the draft Middlewich Town Strategy?

- 60% of respondents answered this question
- Yes (95%); No (5%);



#### Key themes from the consultation:

- Support for enhancement of community and leisure facilities including greater provision of facilities for children
- Provide a cinema and/or swimming pool
- Provide a shop in the North East of the town (Site C2) to support the community
- Enhance community facilities at Fountain Fields
- Facilities are not proportional to the population
- No skate park in the town centre
- The community church should not be relocated to a greenfield site outside Middlewich
- The strategy should unite the Middlewich community
- Relocation of community facilities from existing buildings may negatively affect these heritage assets
- Location of community facilities outside the existing settlement boundary will increase reliance on private transport and reduce their sustainability
- Support regeneration of the Town Wharf
- There is no justification for the regeneration of the Town Wharf
- Development of a ring road around Middlewich should take priority
- Make greater provision for car parking, particularly within housing estates
- Improved provision for religion should not be a priority

### Q3 Strategy Themes

#### Do you agree or disagree with the Strategy for Middlewich?

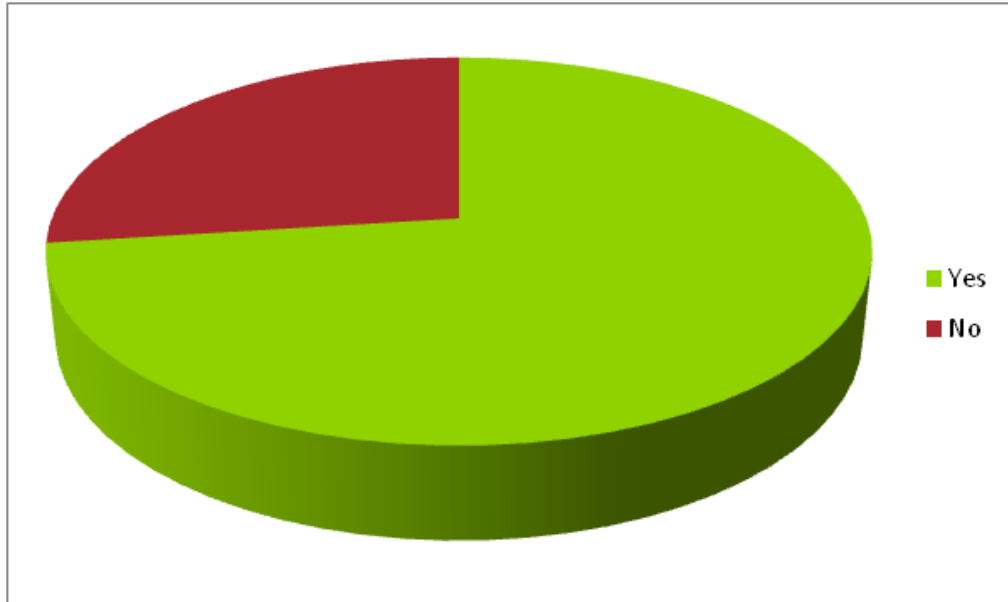
- 60% of respondents answered Theme 1 (Housing), 56% Theme 2 (Economy), 60% Theme 3 (Town Centre), 56% Theme 4 (Environment), 56% Theme 5 (Access and Transport), 53% Theme 6 (Communities) and 56% answered Theme 7 (Deliverability and Viability)



## 1 Housing

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

- 60% of respondents answered this question
- Yes (73%); No (27%)



#### Key themes from the consultation:

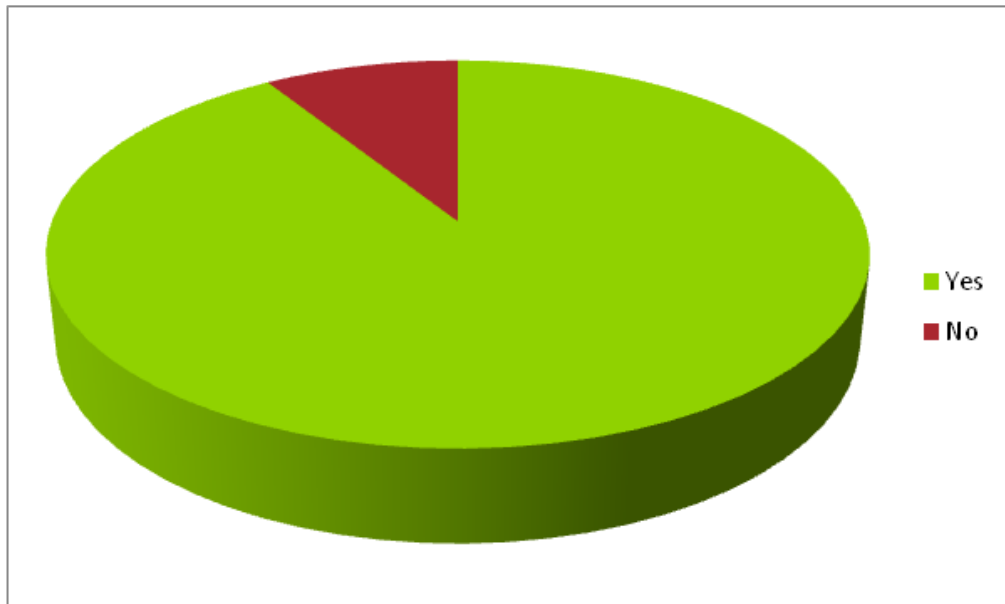
- Development should be prioritised in the town centre and on brownfield sites rather than outside the settlement boundary or on greenfield sites
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- Provision of specialist housing particularly for the elderly
- No need for additional affordable or buy to let housing
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- The level of housing proposed will result in development which is too dense
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- Concern about housing development of brownfield land as it reduces availability of employment sites and reduces levels of developer contributions
- Greenfield urban extensions will ensure housing requirements and community benefits are achieved
- Development should be focused to the north of the town
- Development should focus on restoring the heart of Middlewich rather than building large housing estates on the outer edge of the community
- The document adequately reflects the need for specialist housing. Considerations include topography, safety and the environment, mobility, services and community facilities.
- Make use of vacant buildings and use existing housing more intensively

## 2 Economic Prosperity

### Do you agree or disagree with the Economic Prosperity Theme in the draft Middlewich Town Strategy?

- 56% of respondents answered this question
- Yes (91%); No (9%)



#### Key themes from the consultation:

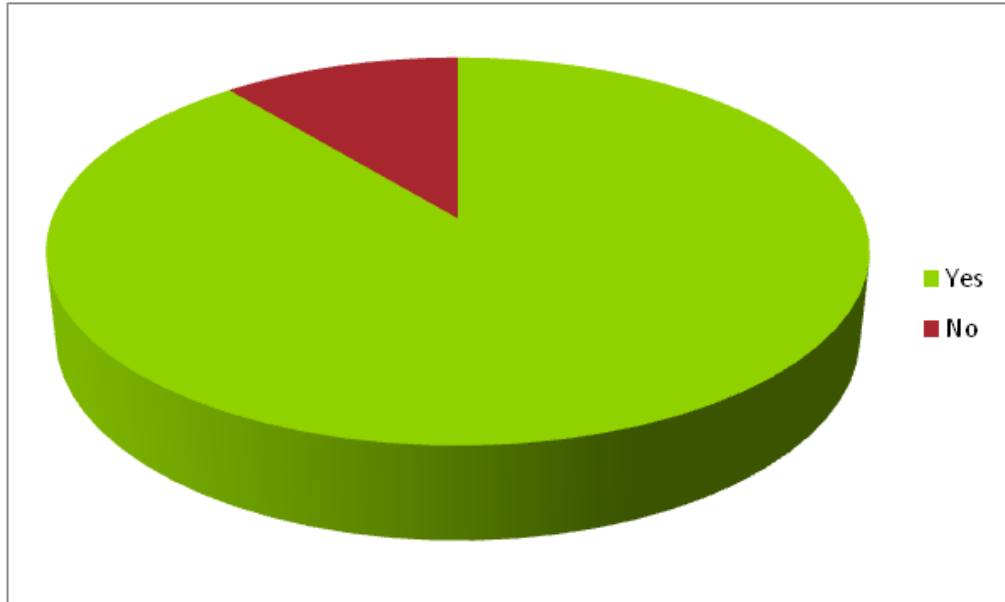
- New employment should focus on full-time jobs and high quality, sustainable employment which creates the greatest number of jobs
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- Concern about impact of increased jobs on transport infrastructure.
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- Support the need to attract manufacturing to the area
- Support expansion of Midpoint 18 and creation of employment opportunities there
- Employment development at Midpoint 18 should occur for a defined end user and not speculatively
- Economic prosperity has been well considered
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- Enhancement of the economy should not jeopardise the character of the town
- Promote opportunities related to the canal network
- Provide incentives for employers providing high-value jobs and training to local people
- Make use of vacant buildings



### 3 Town Centre

#### Do you agree or disagree with the Town Centre Theme in the draft Middlewich Town Strategy?

- 60% of respondents answered this question
- Yes (89%); No (11%)



#### Key themes from the consultation:

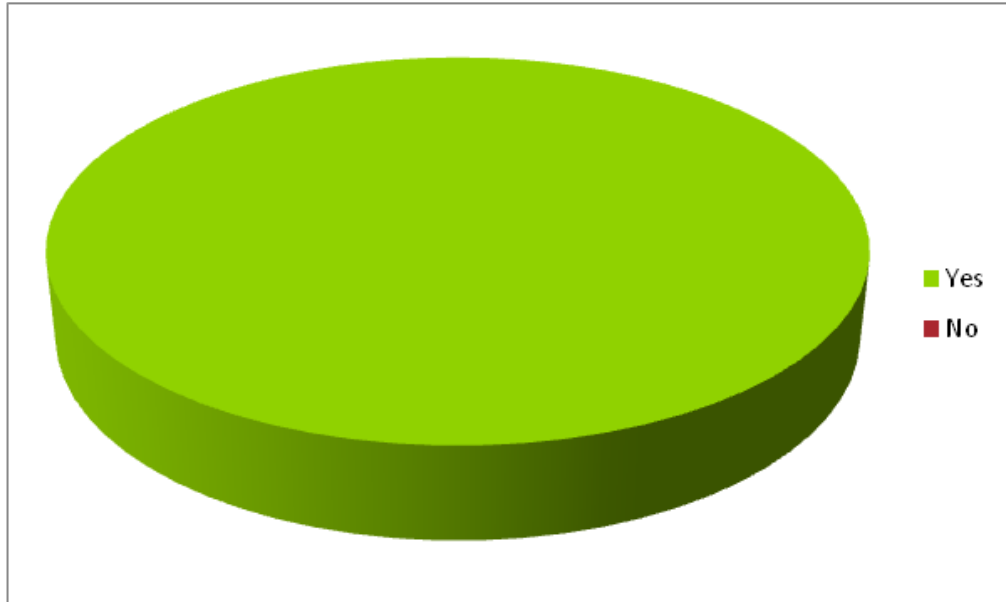
- Support for town centre aspirations
- Town centre will only be successful if local people and visitors use it; and it is clean, well-managed and policed
- Management of congestion and parking are key
- Support for town centre redevelopment including increased choice and larger retailers
- Support the use of national retailers as anchor stores, provided they integrate into the town
- National retailers would negatively affect existing independent retailers and discourage others from setting up in the town in the future
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- Support for civic hub adjacent to the canal and Lewin Street
- Do not compromise access to the town centre by building infill housing
- Protect the quality of life of those already living in the town centre
- Offer competitive rental values and reduce business rates

- Consider the character of the town centre as development occurs
- Impact of Middlewich enhancement on Crewe town centre

#### 4 Environment

##### Do you agree or disagree with the Environment Theme in the draft Middlewich Town Strategy?

- 56% of respondents answered this question
- Yes (100%); No (0%)



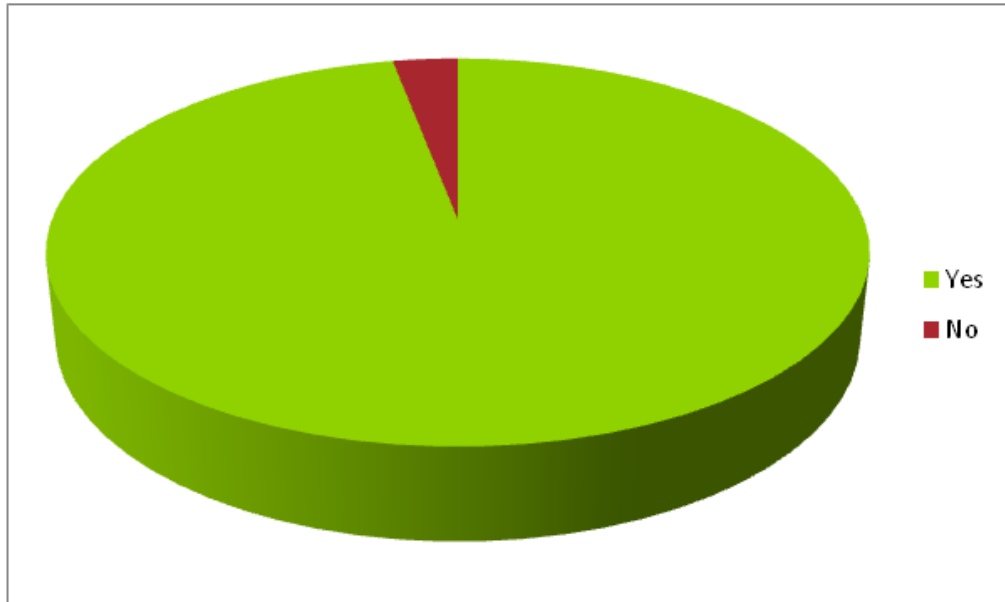
##### Key themes from the consultation:

- Support proposed environmental improvements
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- Encourage good design by improving existing assets
- New development must protect the heritage of the town
- Enhancement of heritage assets will promote Middlewich as a nice place to live
- Are these objectives achievable? Sceptical the improvements will occur.
- Do recent development proposals complement the character of the town? Middlewich has a diverse character which must be reflected in design guidance and new development
- Environmental enhancement should not occur at the expense of residential and economic development
- What energy projects are intended?
- New development should reduce the need for travel or incentivise low carbon transport modes so as not to adversely affect local air quality through emissions

## 5 Access and Transport

### Do you agree or disagree with the Access and Transport Theme in the draft Middlewich Town Strategy?

- 60% of respondents answered this question
- Yes (97%); No (3%)



#### Key themes from the consultation:

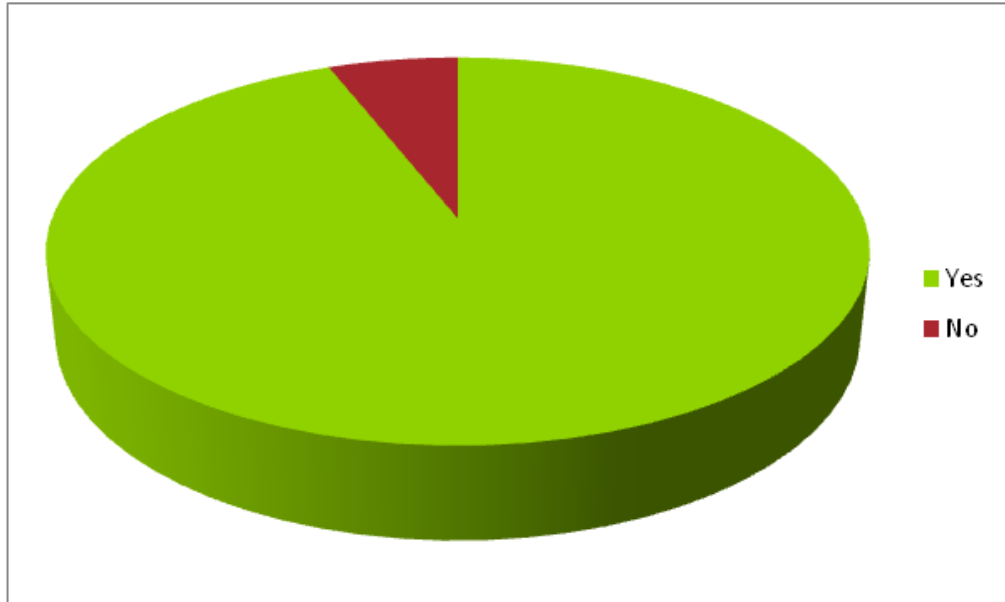
- Support for and objection to the reinstatement of Middlewich Railway Station. Several respondents doubt that there is sufficient demand, others believe it would increase sustainability and visitor appeal, and reduce reliance on private transport.
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- The objectives should incentivise low carbon technologies by providing appropriate technologies
- Local taxi firms should be allowed to use the town centre taxi rank
- Generally agree with the strategy
- Must address through traffic between Winsford/Nantwich and the M6

- Enhancement of traffic infrastructure is a key priority and needs urgent intervention
- Transport infrastructure is currently very poor and must be enhanced
- Shared space scheme requires explanation and further assessment; it could be expensive

## 6 Communities

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

- 53% of respondents answered this question
- Yes (94%); No (6%)



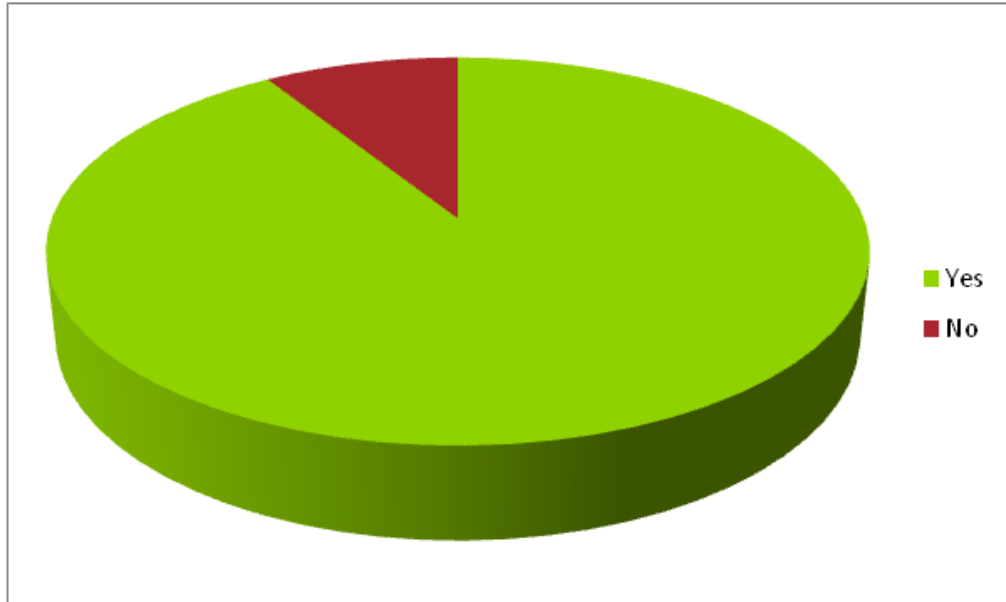
#### Key themes from the consultation:

- Support for enhancement of community and leisure facilities including greater provision of facilities for children
- Provide a cinema and/or swimming pool
- Provide a shop in the North East of the town (Site C2) to support the community
- Enhance community facilities at Fountain Fields
- Facilities are not proportional to the population
- No skate park in the town centre
- The community church should not be relocated to a greenfield site outside Middlewich
- The strategy should unite the Middlewich community
- Relocation of community facilities from existing buildings may negatively affect these heritage assets
- Location of community facilities outside the existing settlement boundary will increase reliance on private transport and reduce their sustainability
- Support regeneration of the Town Wharf
- There is no justification for the regeneration of the Town Wharf
- Development of a ring road around Middlewich should take priority
- Make greater provision for car parking, particularly within housing estates
- Improved provision for religion should not be a priority

## 7 Deliverability and Viability

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

- 56% of respondents answered this question
- Yes (91%); No (9%);

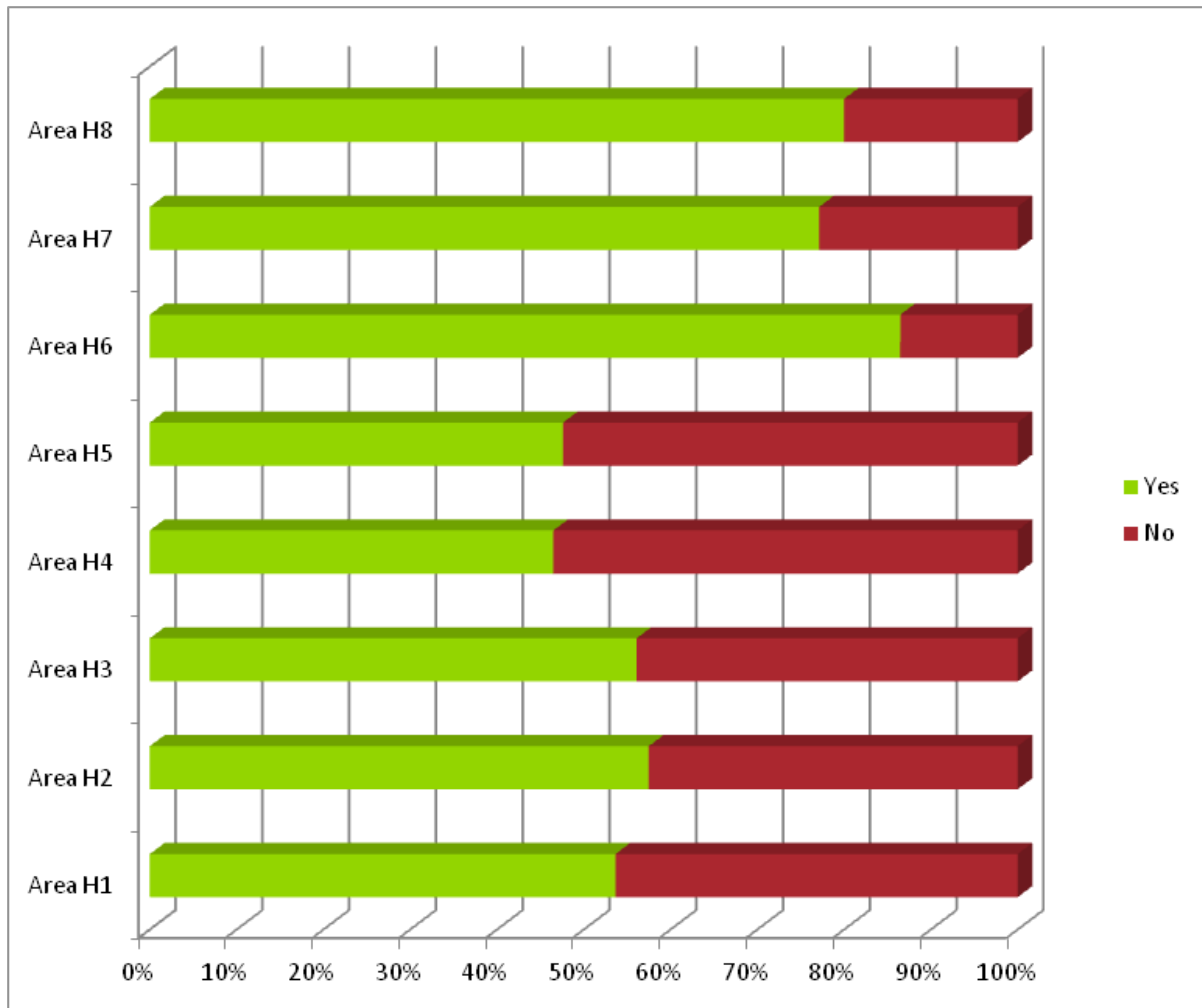


### Key themes from the consultation:

- Sceptical of delivery
- Support for the approach to implementation
- Timescales are inadequate for deliverability
- Flexibility is required in implementation
- Question the role of the Strategy, as the outcomes would occur without it
- Can sufficient funding be generated to implement the Strategy?
- Should be a greater focus on deliverability in line with the NPPF
- Add a bullet point to ensure the viability of new development

## Q4a Potential Housing Development Options

Do you agree or disagree with the Potential Housing Development Options in Middlewich?



### General Comments covering all Options:

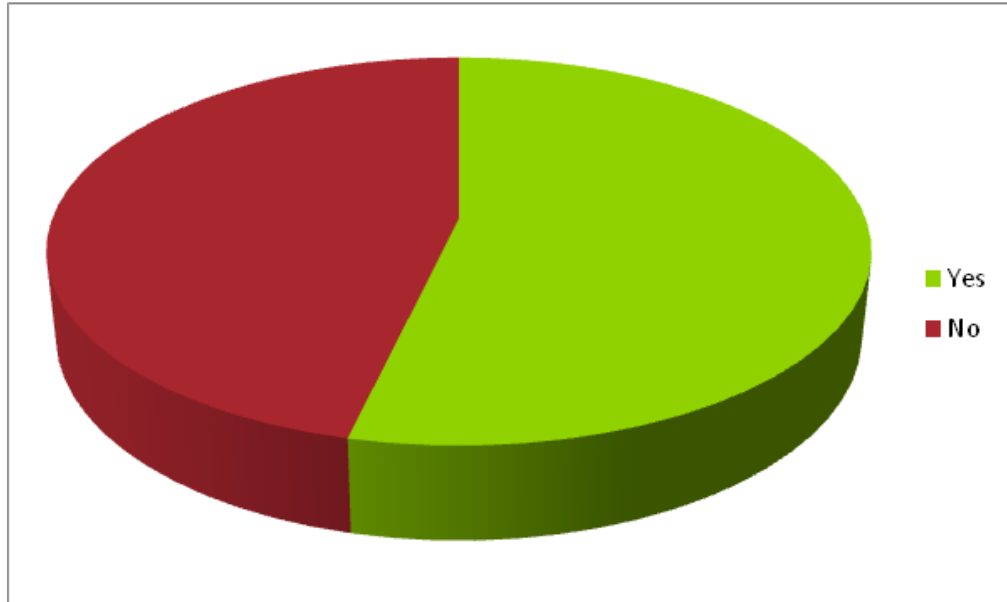
- Development sites are difficult to interpret
- Implement other aspects of the Strategy before housing
- Identification of sites does not seem to have been supported by a detailed evidence base and comprehensive analysis
- Housing capacity estimates for some sites are incorrect and inconsistent with the most recent evidence of the SHLAA Update 2011
- Consider impact on level crossings. Increased use reduces train speeds
- Use masterplans to maximise community benefits particularly sustainable transport links
- Further consideration needs to be given to the constraints to development, this includes:  
sequential land use environmental capacity including flood plains and transport implications  
nature conservation areas settlement patterns vistas from developed and undeveloped areas local landscape designations such as Areas of Special County Value the grade of agricultural land



## Site H1

### Do you agree with Site H1 as a potential area for future development?

- 66% of respondents answered this question
- Yes (54%); No (46%)



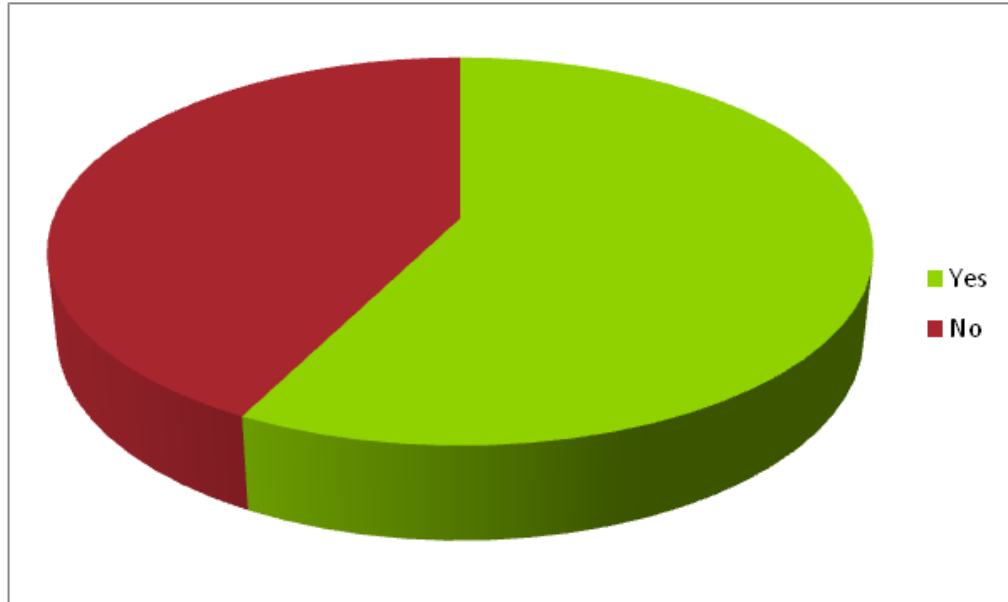
### Key themes from the consultation:

- Unsustainable location will increase reliance on private transport
- Agricultural land, greenfield site and its wildlife should be protected
- Infrastructure cannot cope with extra development in this location
- Site is outside settlement boundary
- Support for this site which is suitable, available and deliverable
- Development would require improved access to public transport
- Development should be focused close to the motorway, not south of the town
- Poor access to M6. Will compound congestion in the town.
- Development to the south of the town may reduce viability of the town centre
- Development on this site would have a detrimental impact on amenity and value of surrounding houses
- Site benefits from good access to Midpoint 18
- Site is adjacent to the urban area
- Level of development proposed on the site is too high
- Less prominent and less accessible than H2, therefore less suitable for development

## Site H2

### Do you agree with Site H2 as a potential area for future development?

- 63% of respondents answered this question
- Yes (57.5%); No (42.5%)



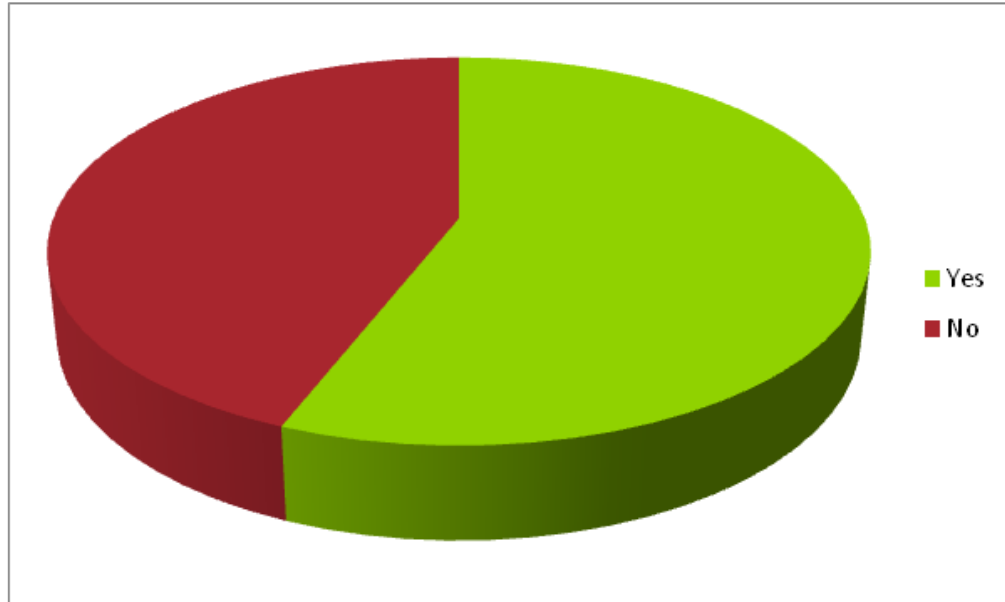
### Key themes from the consultation:

- Unsustainable location will increase reliance on private transport
- Site is outside settlement boundary
- Agricultural land, greenfield site and its wildlife should be protected
- Infrastructure cannot cope with extra development at this location
- Development should be focused near the motorway, not south of the town
- Development would require improved access to public transport and improved infrastructure
- The level of housing proposed is not required
- Site benefits from good access to Midpoint 18
- Support this site which is suitable, available and deliverable
- Development of this site would contribute financially to delivery of the Middlewich Eastern Link Road, enhance the town's economy and improve the town centre
- Level of proposed development is too high
- Development to the south of the town may reduce viability of the town centre
- Poor access to M6. Will compound congestion in the town.

### Site H3

#### Do you agree with Site H3 as a potential area for future development?

- 66% of respondents answered this question
- Yes (56%); No (44%)



#### Key themes from the consultation:

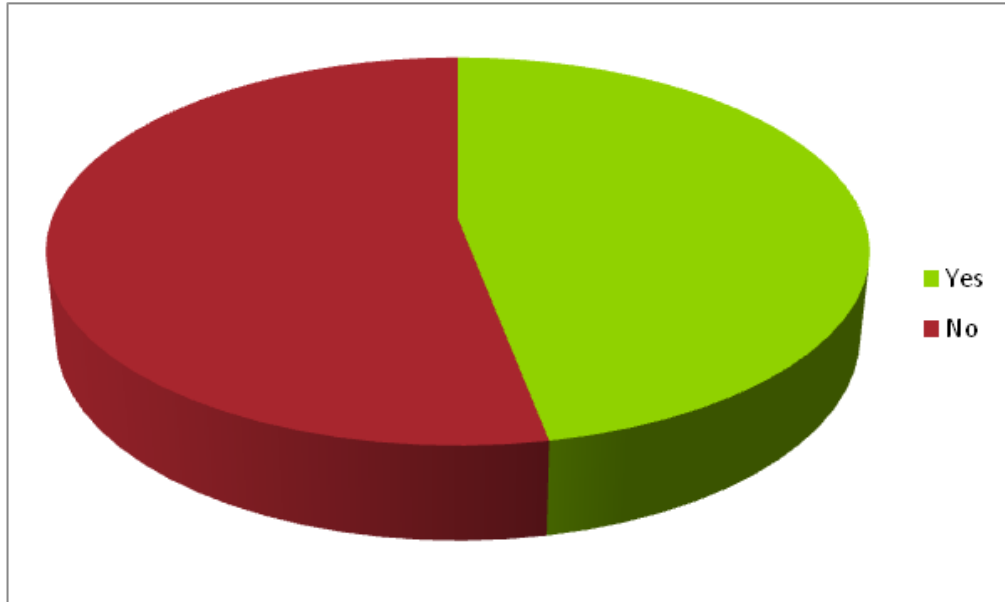
- Site is mostly located in Cheshire West and Chester. Where would community benefits go?
- Site is outside the settlement boundary, in a key buffer between Middlewich and the M6 which should be retained.
- Greenfield sites in open countryside should be protected
- Infrastructure cannot cope with extra development at this location and will need to be improved
- Development would remove a firm boundary to the settlement created by the link road between the A54 and the B530
- Query the deliverability of this site
- Site is in a sustainable location with good access to the town centre, the M6 and employment opportunities
- Site is available, suitable and achievable
- Development would increase flood risk
- Development would impact negatively on listed buildings and scheduled ancient monuments
- Development of the site would have a negative impact on Winsford, reducing the gap between the settlements
- The site is in an unsustainable location and will increase reliance on private transport
- Identification of the site is not supported by a detailed evidence base
- Proposed level of housing is not required
- Site can deliver a range of good quality housing and community benefits

- Development may impact upon the A54, Winsford, M6 corridor, creating a ribbon of development and exacerbating existing congestion

## Site H4

### Do you agree with Site H4 as a potential area for future development?

- 69% of respondents answered this question
- Yes (47%); Disagree (53%)



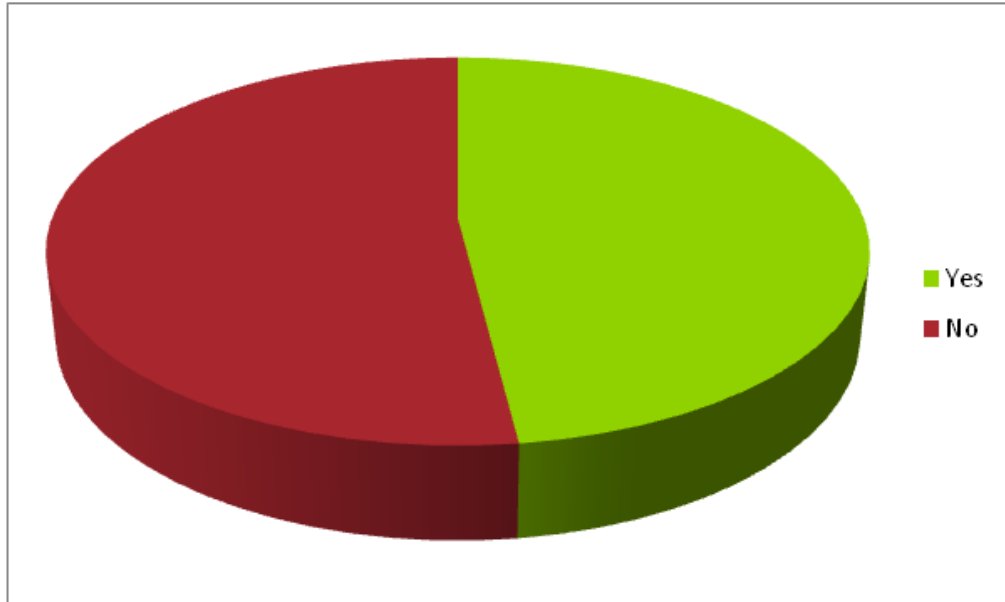
### Key themes from the consultation:

- Site is mostly located in Cheshire West and Chester. Where would community benefits go?
- Greenfield sites should be protected
- Development would increase flood risk
- Development would have a negative impact on Winsford, reducing the gap between the two settlements
- Infrastructure cannot cope with extra development at this location and would require improvement
- The site is outside the settlement boundary, detached from the urban area
- Query the deliverability of this site
- Poor access to the M6
- Site is unsustainable and would increase reliance on private transport
- Site is in a sustainable location
- Development would impact negatively on listed buildings and scheduled monuments
- Proposed level of housing is not required
- Would result in the loss of natural woodland and negative impact on the landscape
- Identification of the site is not supported by a detailed evidence base
- Development should protect the ecology of the site
- Topography is unsuitable for development
- Development should be located to the east of the settlement, close to the M6
- Development may impact upon the A54, Winsford, M6 corridor, creating a ribbon of development and exacerbating existing congestion

## Site H5

### Do you agree with Site H5 as a potential area for future development?

- 42% of respondents answered this question
- Yes (48%); No (52%)



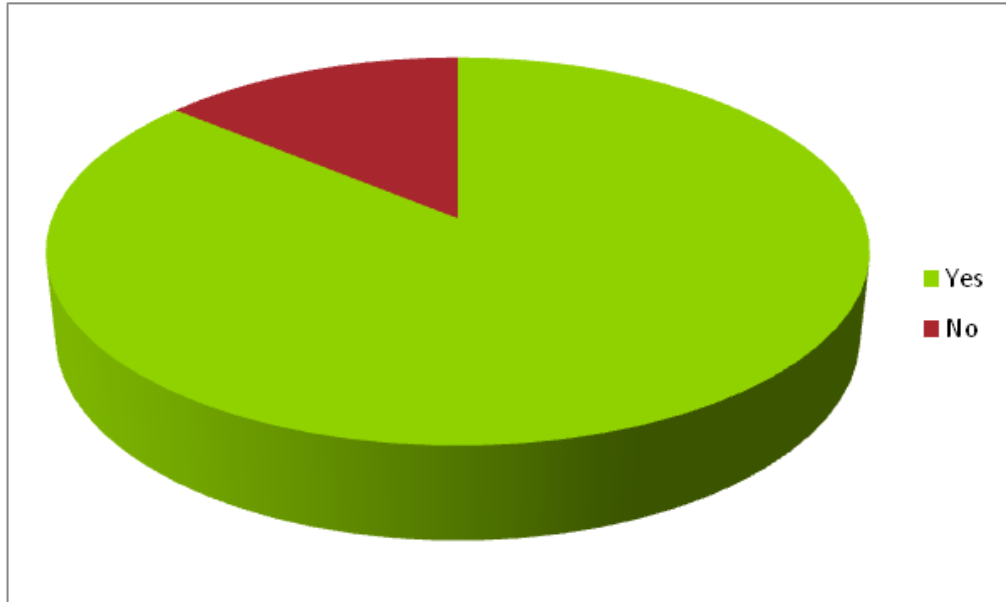
### Key themes from the consultation:

- Site is mostly located in Cheshire West and Chester. Where would community benefits go?
- Greenfield sites and good quality agricultural land should be protected
- Development would increase flood risk
- Development would impact negatively on Winsford, reducing the gap between the settlements
- Site is outside the settlement boundary
- Infrastructure cannot cope with extra development at this location and would need improvement
- Query deliverability of the site
- Identification of the site is not supported by a detailed evidence base
- Development would impact upon listed buildings and scheduled monuments
- Unsustainable location which will increase reliance on private transport
- Retain the site for employment use. Job provision is the priority.
- Proposed level of housing is not required
- Would result in loss of natural woodland subject to Tree Preservation Order
- Site is sustainable
- Development should protect the ecology of the site
- Development should be to the east of the settlement, close to the M6
- Topography is unsuitable for development
- Poor access to the M6
- Development may impact upon the A54, Winsford, M6 corridor, creating a ribbon of development and exacerbating existing congestion

## Site H6

### Do you agree with Site H6 as a potential area for future development?

- 60% of respondents answered this question
- Yes (86%); No (14%)



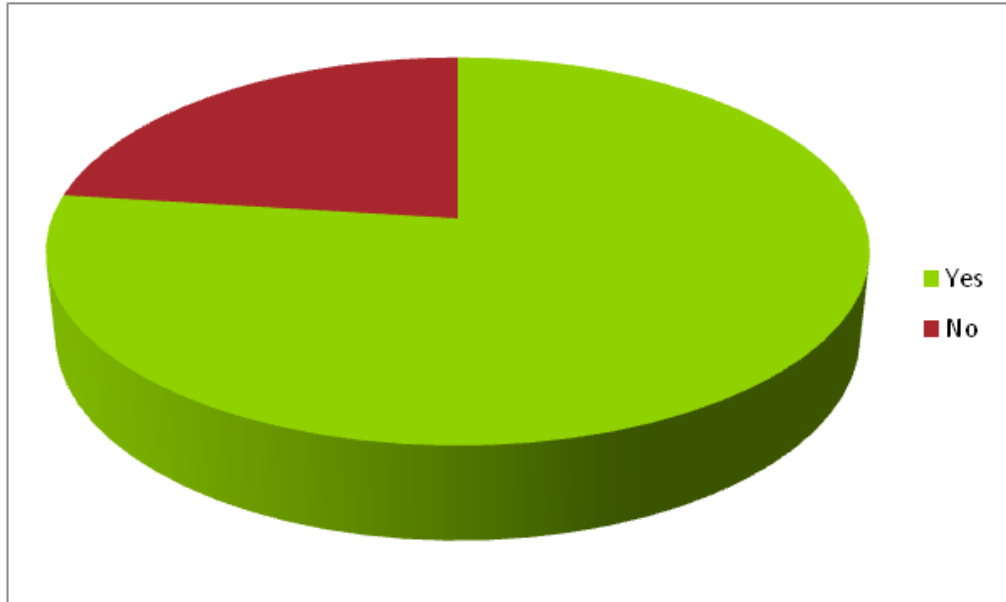
### Key themes from the consultation:

- Support for redevelopment of this brownfield site, rather than a greenfield site
- Retain site for employment use. Job creation is the priority.
- Site is in a sustainable location
- Support the site, provided the incinerator is not built
- Brownfield sites are less viable, harder to deliver and may have reduced community benefits
- Support for marina, which would be an asset to the town
- Development must be carefully designed to complement the canal
- Surrounding infrastructure must be improved

## Site H7

### Do you agree with Site H7 as a potential area for future development?

- 56% of respondents answered this question
- Yes (77%); No (23%)



### Key themes from the consultation:

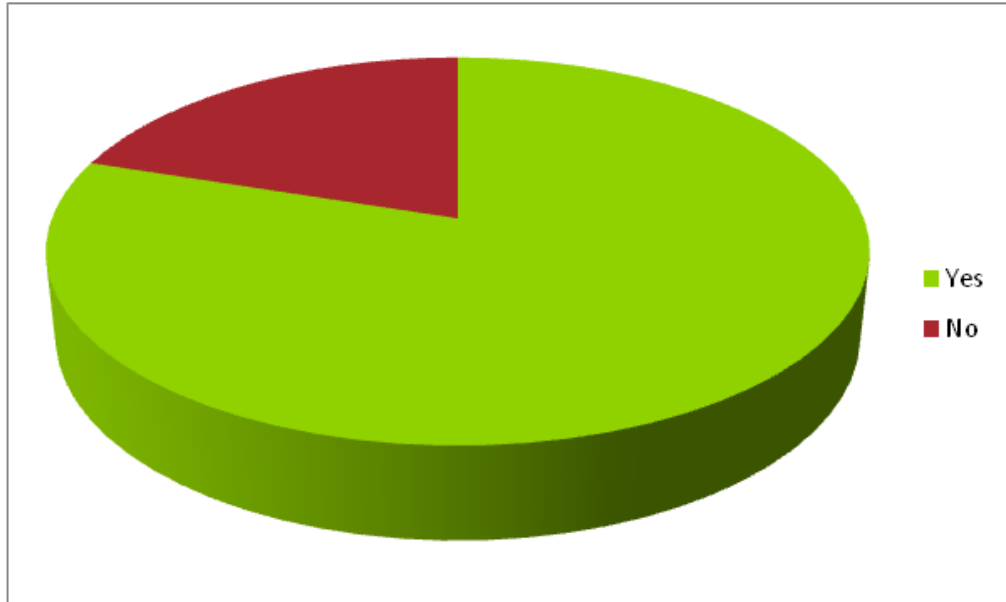
- Retain the site for employment use
- This brownfield site is preferential to a greenfield site
- Brownfield sites are less viable, harder to deliver and may have reduced community benefits
- Difficult to get an appropriate scheme on a site of this size without it dominating
- Must improve surrounding infrastructure
- Development of this site may impact on proposals for the railway station
- Decision should be informed by the Employment Land Review
- Sustainable location



## Site H8

### Do you agree with Site H8 as a potential area for future development?

- 56% of respondents answered this question
- Yes (80%); No (20%)

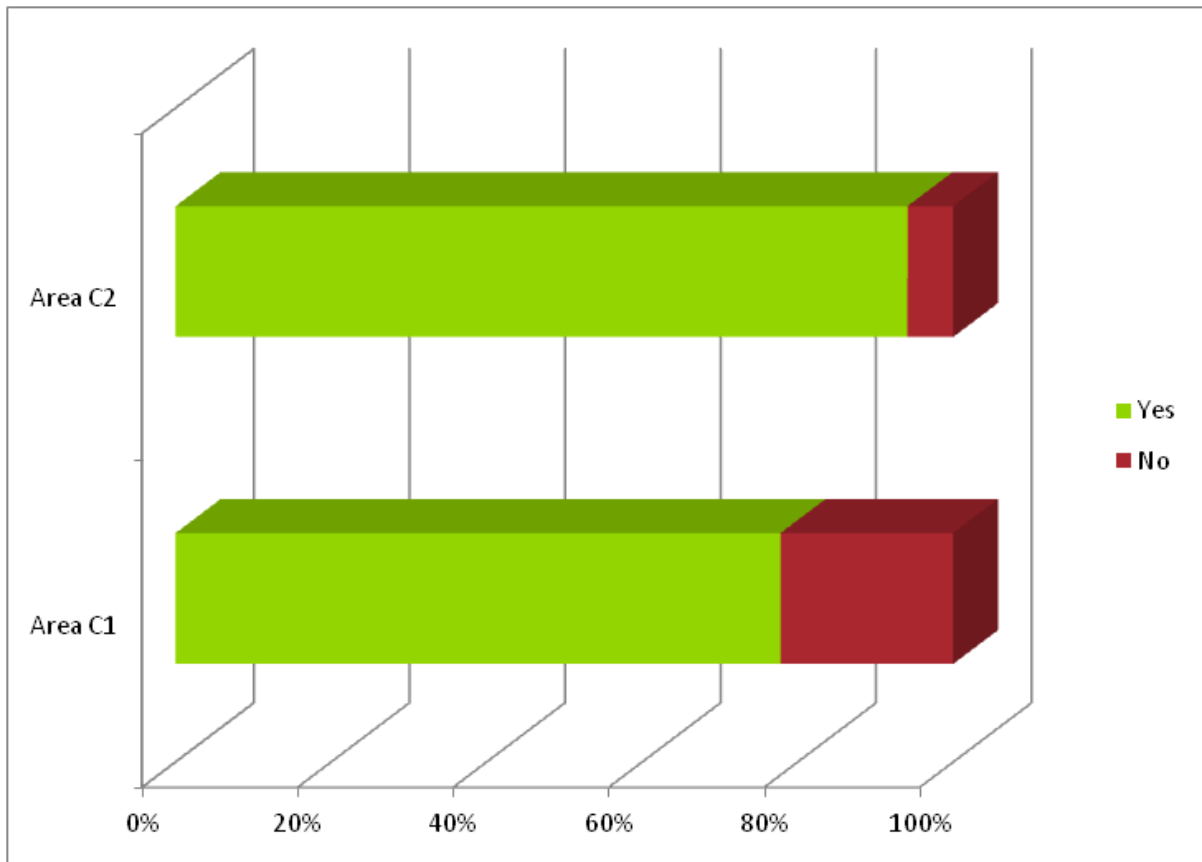


### Key themes from the consultation:

- Retain the site for employment use
- This brownfield site is preferential to a greenfield site
- Brownfield sites are less viable and more difficult to deliver
- Care must be taken that development does not impinge on archaeological sites
- Surrounding infrastructure must be improved
- Support the redevelopment of this site
- Site is located within the existing town boundaries
- Decision on site use should be informed by the Employment Land Review

## Q4b Potential Community Development Options

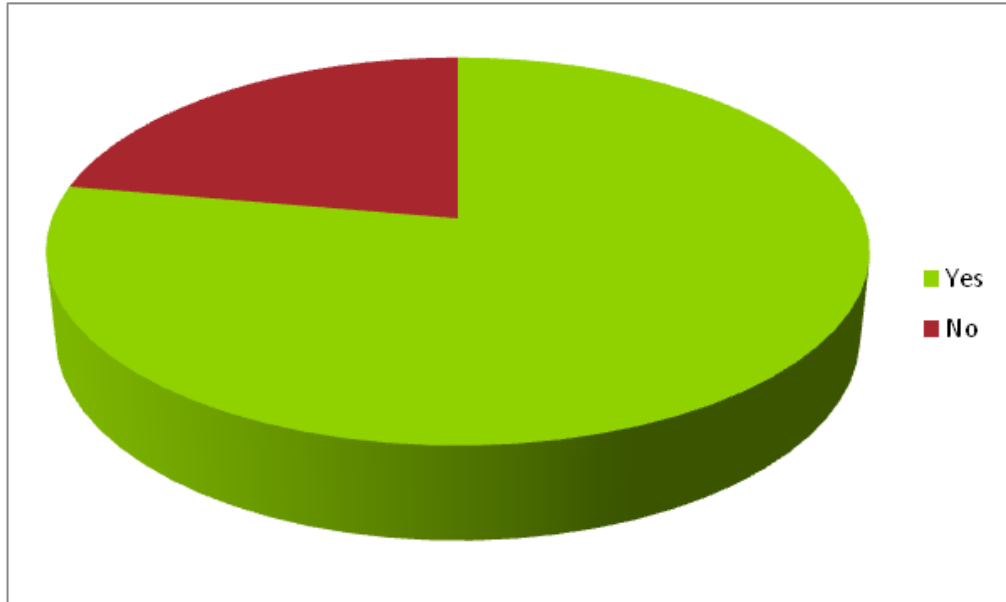
Do you agree or disagree with the Potential Community Development Options in Middlewich?



## Site C1

### Do you agree with Site C1 as a potential area for future development?

- 58% of respondents answered this question
- Yes (78%); No (2%)



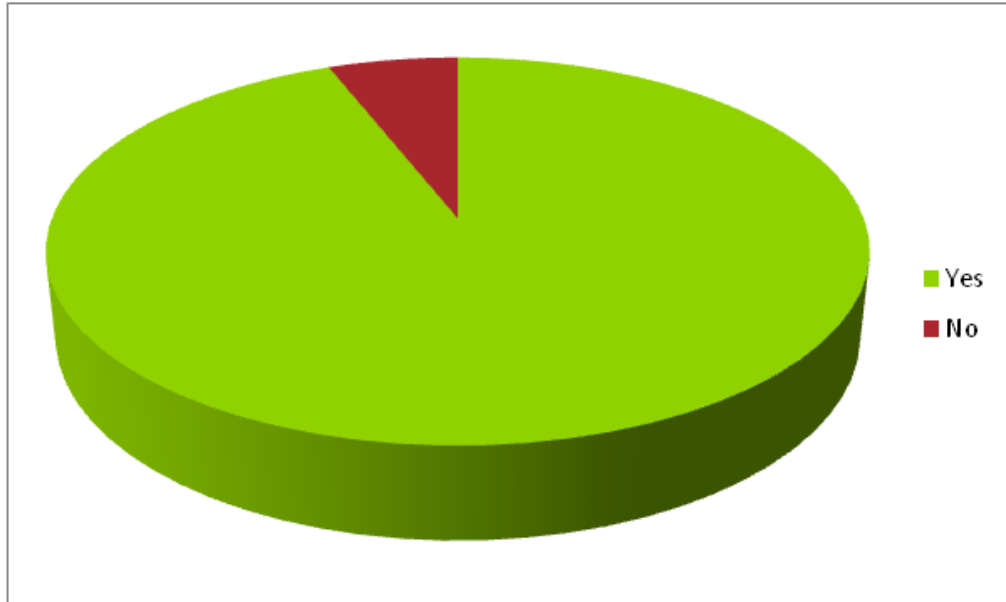
### Key themes from the consultation:

- The site is mostly in Cheshire West and Chester. Where would community benefits go?
- Site is outside the settlement boundary in open countryside and would remove a defensible boundary to the east of the town
- Is this located adjacent to the busy Midpoint 18 roundabout?
- Development for community use would be acceptable.
- Would object to housing development of this site
- Greenfield sites should be protected
- Unsustainable location which would increase reliance on private transport
- Site would deliver a range of community benefits

## Site C2

### Do you agree with Site C2 as a potential area for future development?

- 55% of respondents answered this question
- Yes (94%); No (6%)

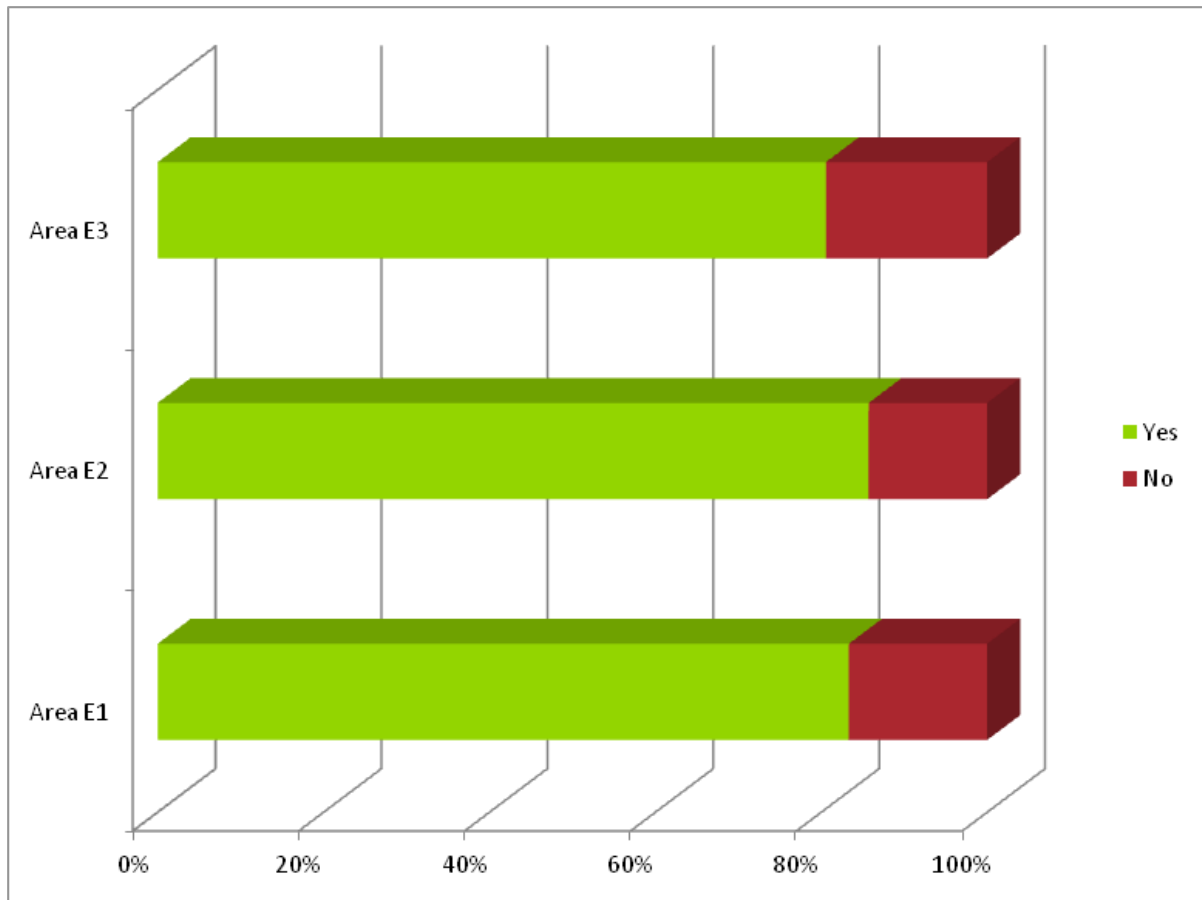


### Key themes from the consultation:

- Development for community use would be acceptable, benefiting the local community
- Would object to development for housing
- Sustainable location
- This brownfield site is preferential to a greenfield site
- Site could be suitable for use by the railway station eg associated car parking
- What would happen to existing users?
- Existing highway issues should be addressed
- Site may be difficult to deliver due to contamination and multiple ownership, and may have reduced community benefits. Brownfield sites are less viable than greenfield sites.

## Q4c Potential Employment Development Options

Do you agree or disagree with the Potential Employment Development Options in Middlewich?



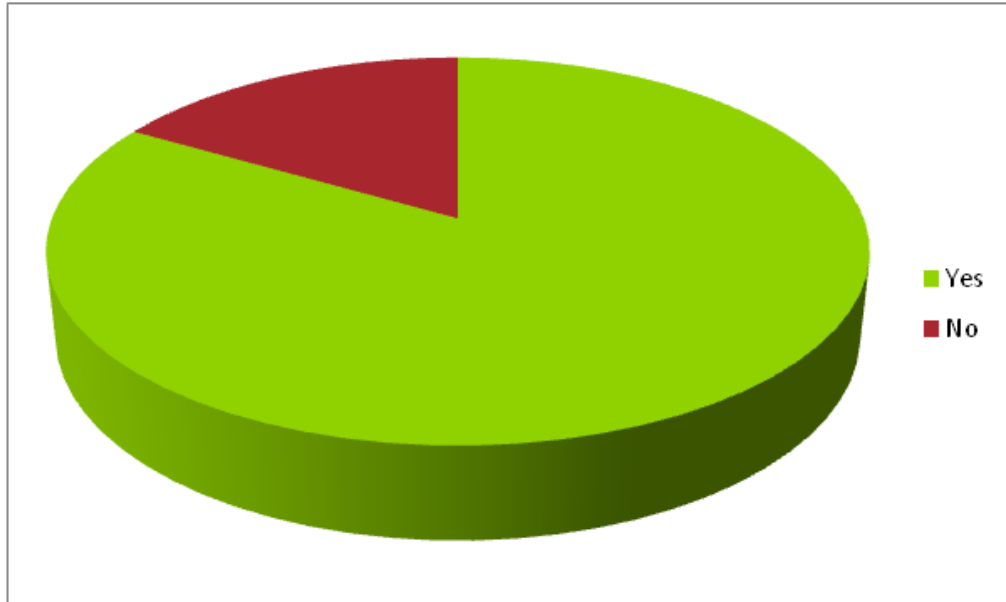
### General Comments relevant to all Sites:

- All sites should be included to maximise economic growth and potential job creation
- Sites should not be brought forward in this cycle as there is a more than adequate supply of employment land allocated to the north and south of Cledford Lane
- Employment on these sites should not be B1a office. Business parks or large scale offices here could be detrimental to regeneration of Stoke-on-Trent and Newcastle-under-Lyme

## Site E1

### Do you agree with Site E1 as a potential area for future development?

- 58% of respondents answered this question
- Yes (83%); No (17%)



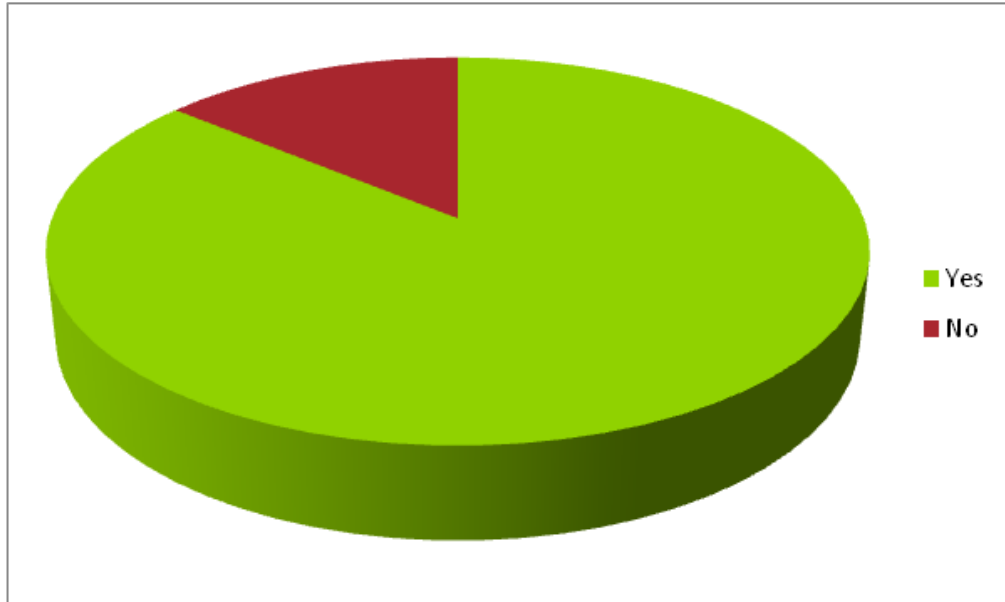
### Key themes from the consultation:

- Support this site as there is a need for more employment within the town
- Must establish how much demand there is for additional employment facilities
- Site should be used for a nature reserve
- Existing employment sites should be used more intensively
- Site is outside settlement boundary, in open countryside
- Site is mostly located within Cheshire West and Chester. Where would benefits go?
- If development occurs here, it should be for small and mid-sized units, not large sheds
- Surrounding infrastructure must be improved
- No incinerator on this site
- Greenfield sites should be protected, particularly when brownfield is available
- Site could also contain housing
- Exploit opportunities raised by proximity to M6
- Constrained by overhead power lines, potential flooding and Jodrell Bank Consultation Zone
- These sites should only be allowed to come forward following completion of the link road
- If development occurs, ecological assets must be protected and river corridors enhanced

## Site E2

### Do you agree with Site E2 as a potential area for future development?

- 56% of respondents answered this question
- Yes (86%); No (14%)



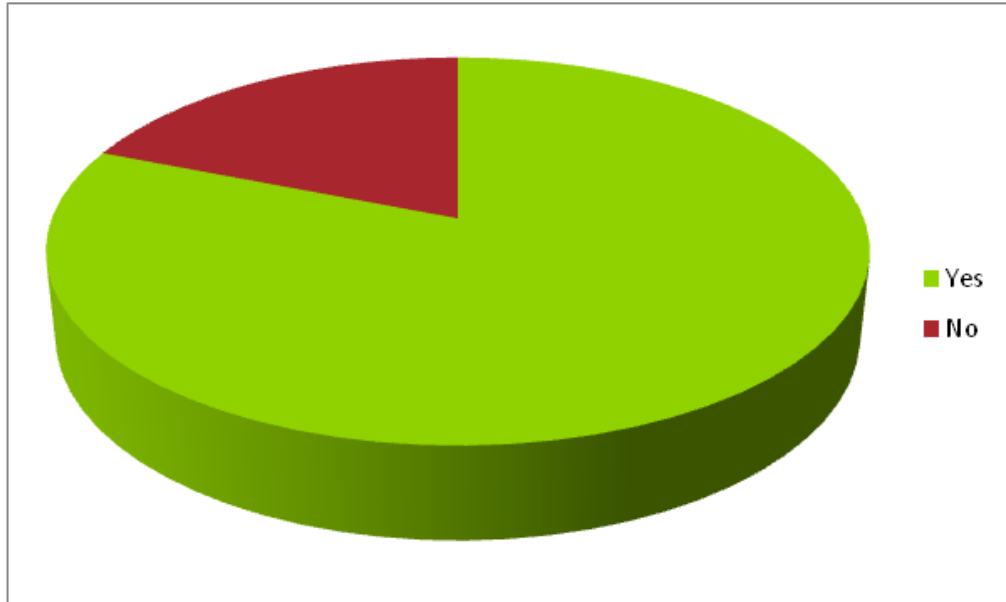
### Key themes from the consultation:

- Must establish how much demand there is for additional employment facilities
- Site is mostly in Cheshire West and Chester. Where would benefits go?
- Site is located near/over an approved landfill. Compatibility of uses has not been considered.
- Constrained by main gas pipeline, flood risk, electricity pylons and Jodrell Bank Consultation Zone
- Support due to the need for more employment within the town
- Greenfield sites should be protected, particularly when brownfield sites are available
- The site contains an allocated open space
- Site should be used for a nature reserve
- Site is located outside the settlement boundary in the open countryside
- Infrastructure must be improved
- The site could also contain housing
- Exploit opportunities raised by proximity to the M6
- Existing employment sites should be used more intensively
- Sites should only come forward following completion of the link road
- If development occurs, ecological assets must be protected and the river corridors enhanced

### Site E3

#### Do you agree with Site E3 as a potential area for future development?

- 58% of respondents answered this question
- Yes (81%); No (19%)



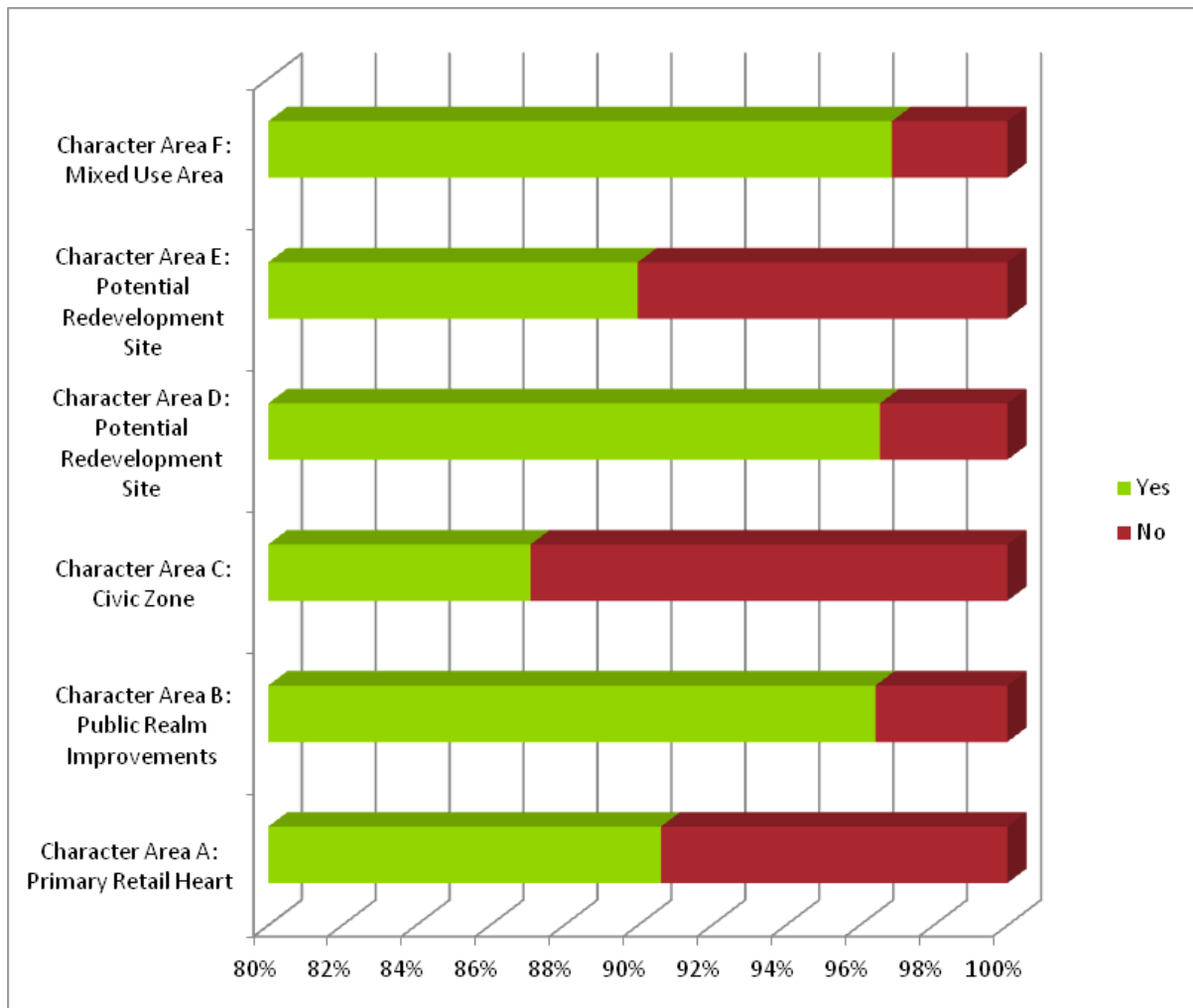
#### Key themes from the consultation:

- Infrastructure cannot cope with extra development at this location and must be improved
- Site is mostly within Cheshire West and Chester. Where will benefits go?
- Must establish the level of demand for additional employment facilities
- Site is outside settlement boundary and in open countryside
- Development of site would have a negative impact on Winsford
- Site contains an allocated open space
- Support this site as there is need for more employment
- Compatibility of uses with existing approved landfill has not been considered
- Site is constrained by main gas pipe, flood risk, electricity pylons and Jodrell Bank Consultation Zone
- Exploit opportunities of proximity to the M6
- Sites should only come forward following completion of Eastern link road
- Existing employment sites should be used more intensively
- If development occurs, protect the ecological assets and enhance the river corridors



## Q5 Town Centre Character Area

Do you agree with the Town Centre Areas in Middlewich?



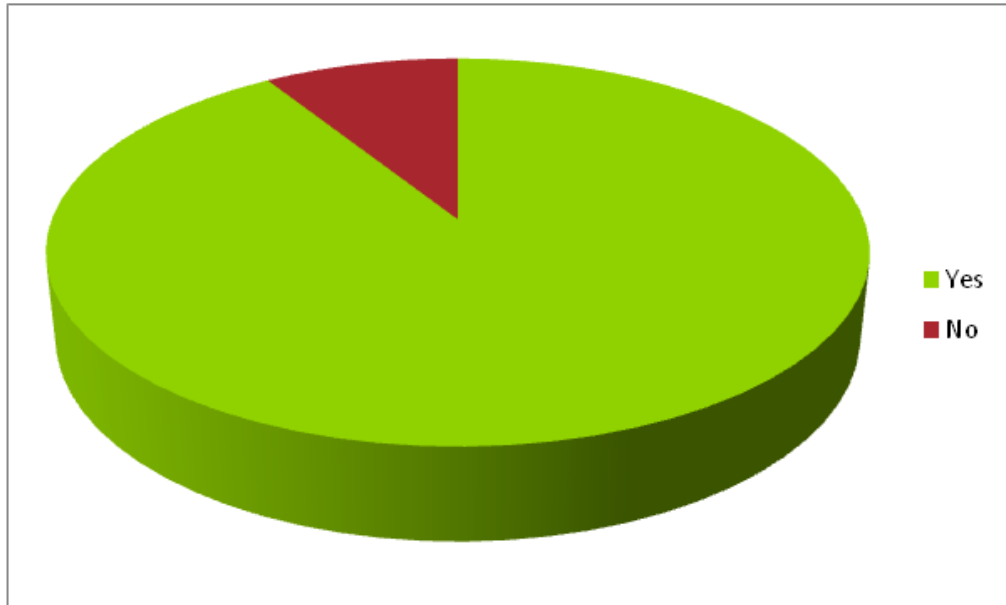
### General Comments relevant to all Areas:

- Proposals are unachievable
- Is it realistic to split the town centre into character areas?

### Town Centre Character Area A

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

- 52% of respondents answered this question
- Yes (91%); No (9%)



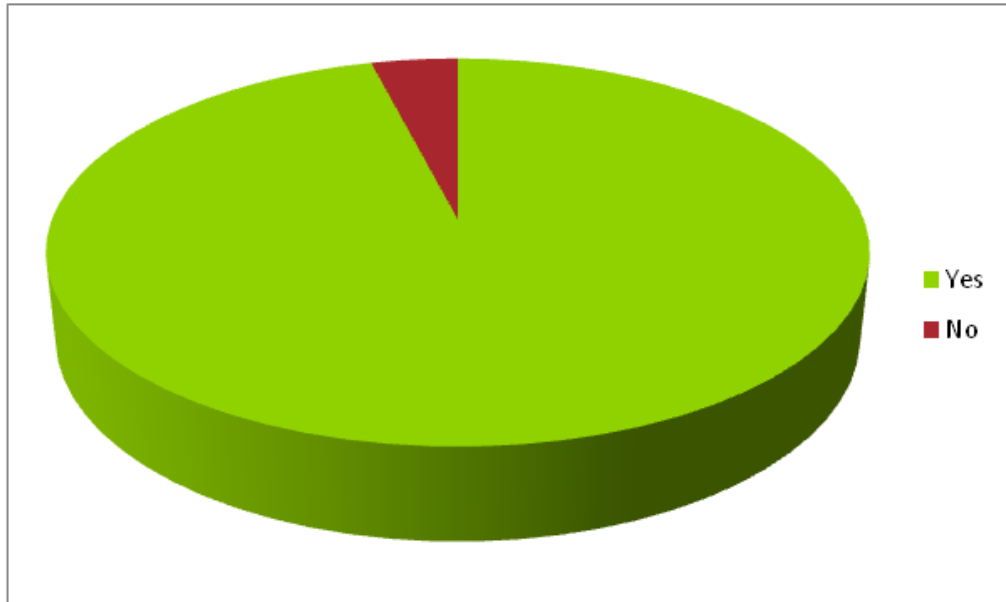
#### Key themes from the consultation:

- Support – the town centre requires rapid intervention
- Overlap between character areas A and E
- Shopping patterns mean it is unlikely there is scope for new or enhanced retail provision in Middlewich
- Consider increased housing provision rather than improved retail offer in the town centre
- This should remain a primarily retail area with living facilities above and around shops
- Keep the town centre clean
- Support diversification of retail offer and enhancement of public realm

### Town Centre Character Area B

Do you agree with the Town Centre Area B (Public Realm Improvements) in the draft Middlewich Town Strategy?

- 45% of respondents answered this question
- Yes (96%); No (4%)



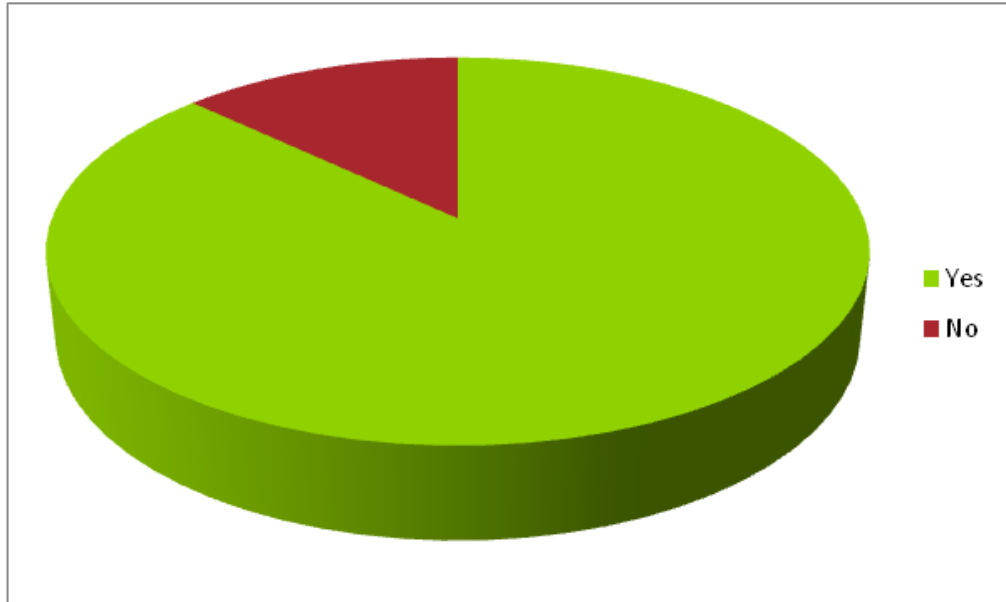
#### Key themes from the consultation:

- Support public realm improvements, but they should extend beyond this area
- Need further information on potential shared space scheme
- Support improved links to the site of the proposed railway station
- What do these improvements mean?
- Proposals must not interfere with traffic movements

### Town Centre Character Area C

Do you agree with the Town Centre Area C (Civic Zone) in the draft Middlewich Town Strategy?

- 50% of respondents answered this question
- Yes (87%); No (13%)



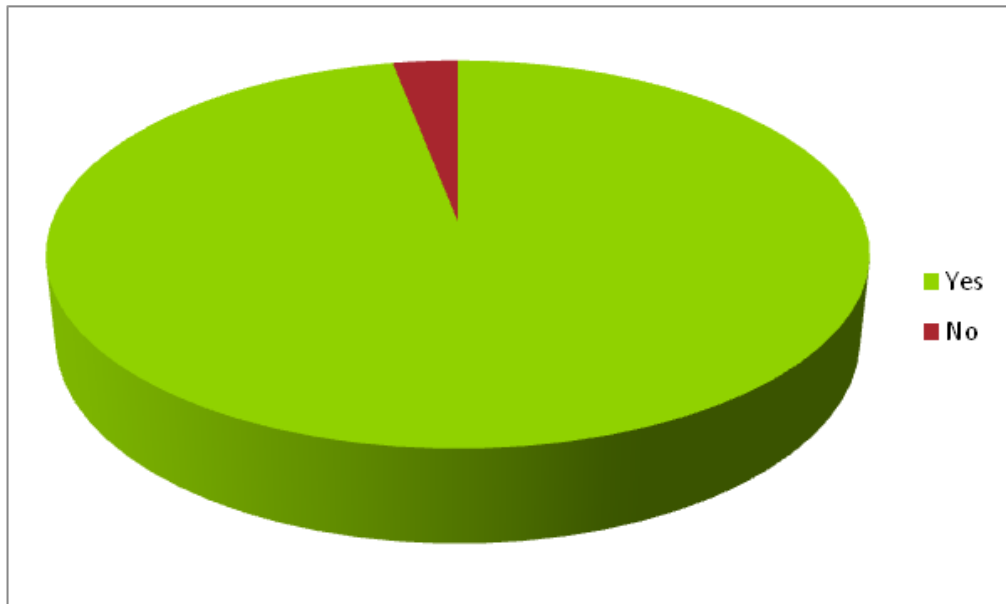
#### Key themes from the consultation:

- Support the character area
- The expense of providing new civic facilities cannot be justified – use of existing buildings should be maximised
- The local library would make an excellent museum
- The existing civic area is unattractive
- Civic area is overly large
- Concern about access and parking

### Town Centre Character Area D

#### Do you agree with the Town Centre Area D (Potential Redevelopment Site) in the draft Middlewich Town Strategy?

- 47% of respondents answered this question
- Yes (97%); No (3%)



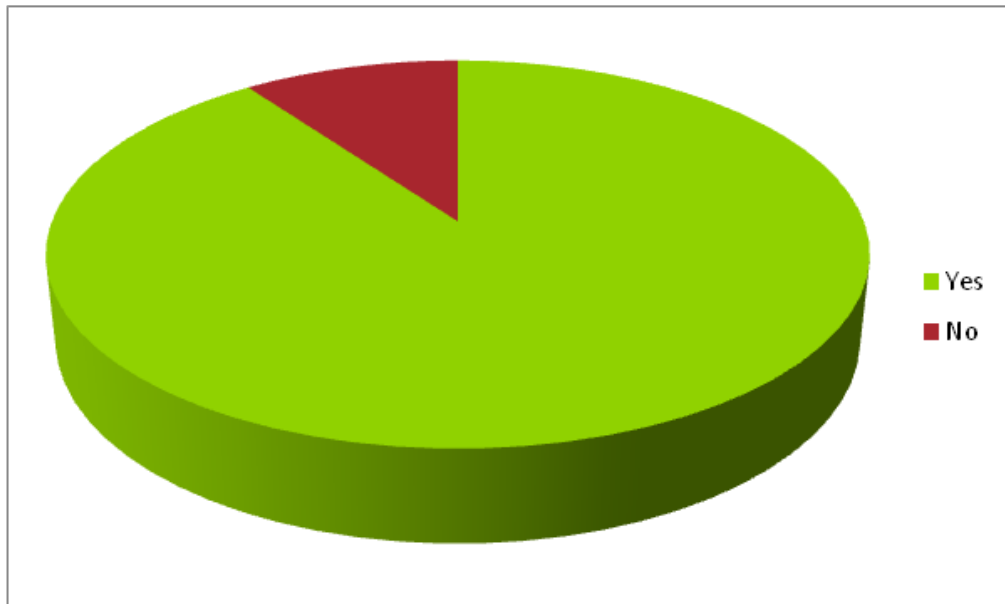
#### Key themes from the consultation:

- Support the character area
- Why is there differentiation between areas D and E
- Which retailer will operate the supermarket?
- This change will occur irrespective of the Strategy
- Additional information is required
- Support diversification of retail offer and enhancement of public realm

### Town Centre Character Area E

Do you agree with the Town Centre Area E (Potential Redevelopment Site) in the draft Middlewich Town Strategy?

- 48% of respondents answered this question
- Yes (90%); No (10%)



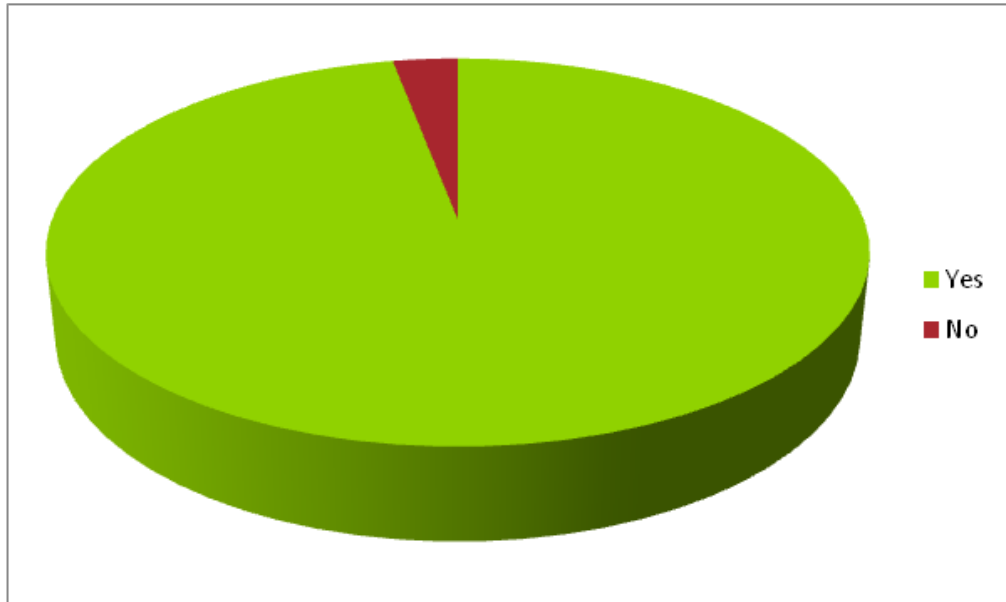
#### Key themes from the consultation:

- Support the character area
- This site must integrate in to the town centre rather than acting as a stand-alone retail site
- Proposed supermarket is too large. It will dominate, adversely affecting town centre shops.
- Which retailer will operate the supermarket?
- Prefer use of the site by multiple retailers rather than a single supermarket
- Additional information is required
- Site boundary should extend down Wheelock Street to junction with Darlington Street
- Support diversification of retail offer and enhancement of public realm

### Town Centre Character Area F

Do you agree with the Town Centre Area E (Mixed Use Area) in the draft Middlewich Town Strategy?

- 52% of respondents answered this question
- Yes (97%); No (3%)

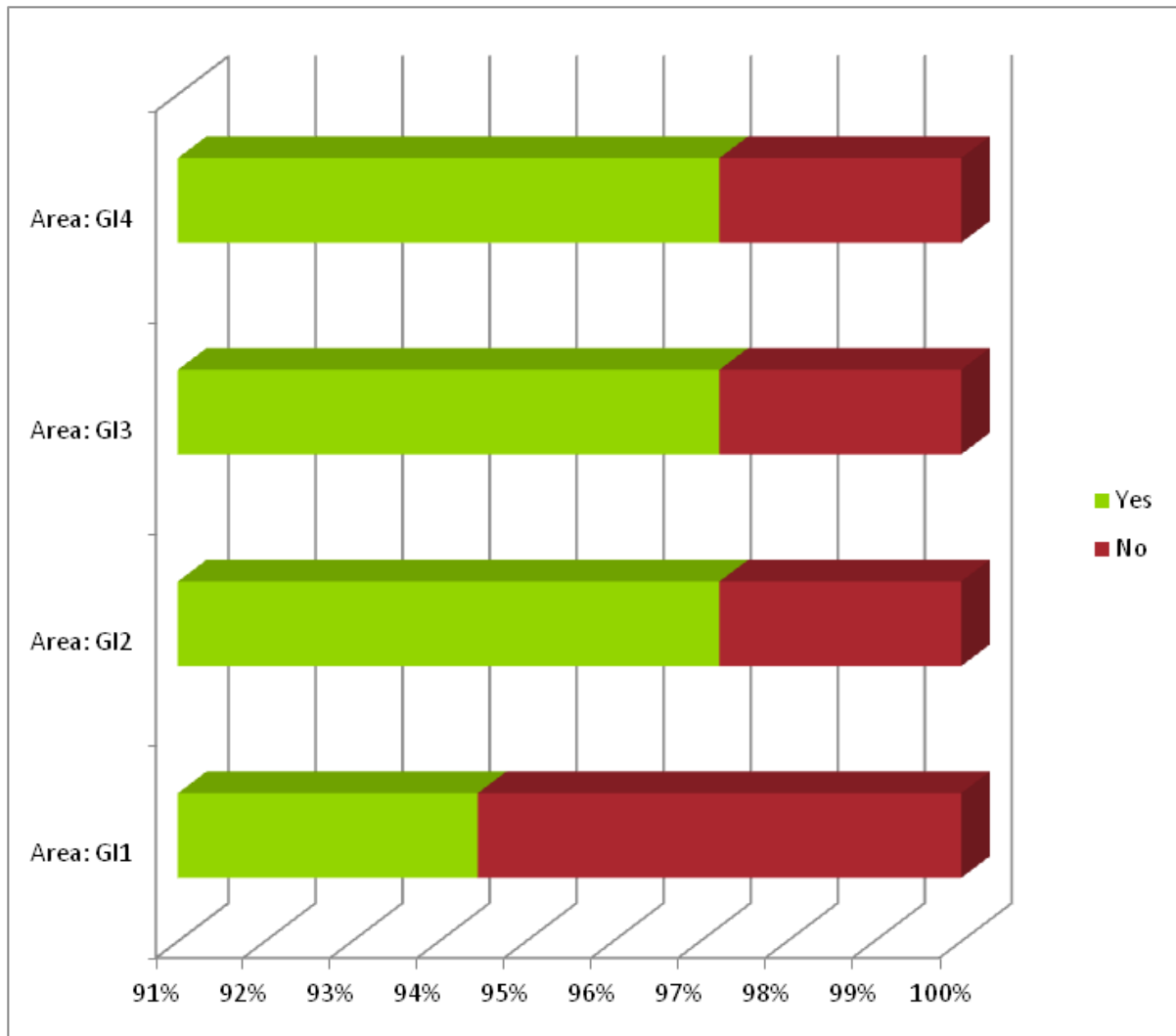


#### Key themes from the consultation:

- Support the character area
- This area should provide facilities for children. There is a deficit in the town
- Development in this area should not be restricted through zoning
- Open spaces should be protected
- Support diversification of retail offer and enhancement of public realm

## Q6 Potential Environmental Improvements

Do you agree with the Potential Environmental Improvements for Middlewich?

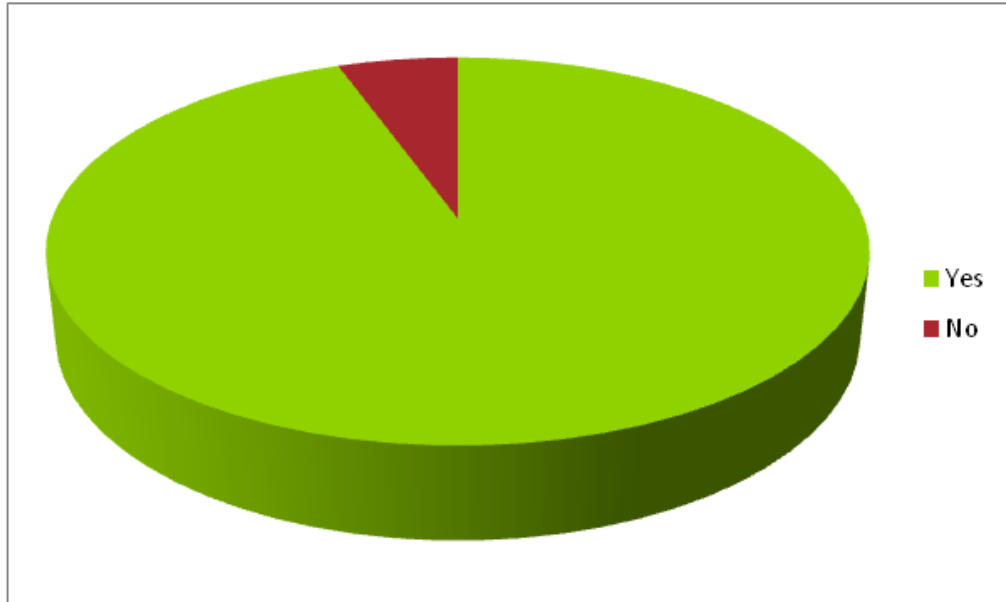




## Environmental Improvement G11

Do you agree with Environmental Improvement G11 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (94%); No (6%)



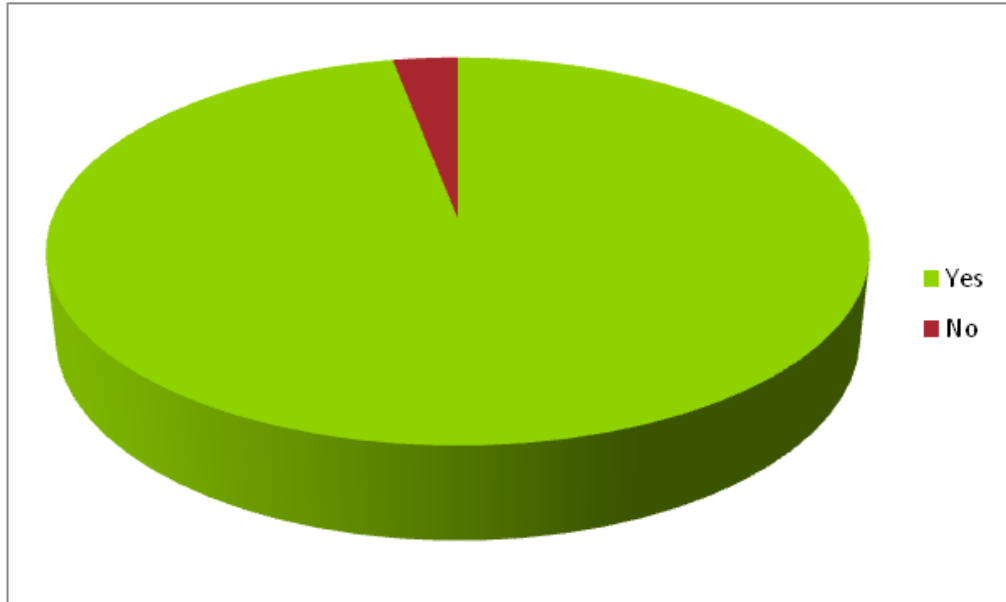
### Key themes from the consultation:

- Support the use of this site as a public green space but it must not negatively impact on job creation, the biological value of the site or housing provision
- Objections due to site status as a fragile Site of Biological Importance which may only be suitable for wildlife.
- Potential site for marina and other public activities
- Site should be extended to includes sites H4 and H5
- Real potential of this site has not been identified.
- Query whether the site is suitable for tree planting
- Site investigation works are required prior to public use

## Environmental Improvement GI2

Do you agree with Environmental Improvement GI2 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (97%); No (3%)



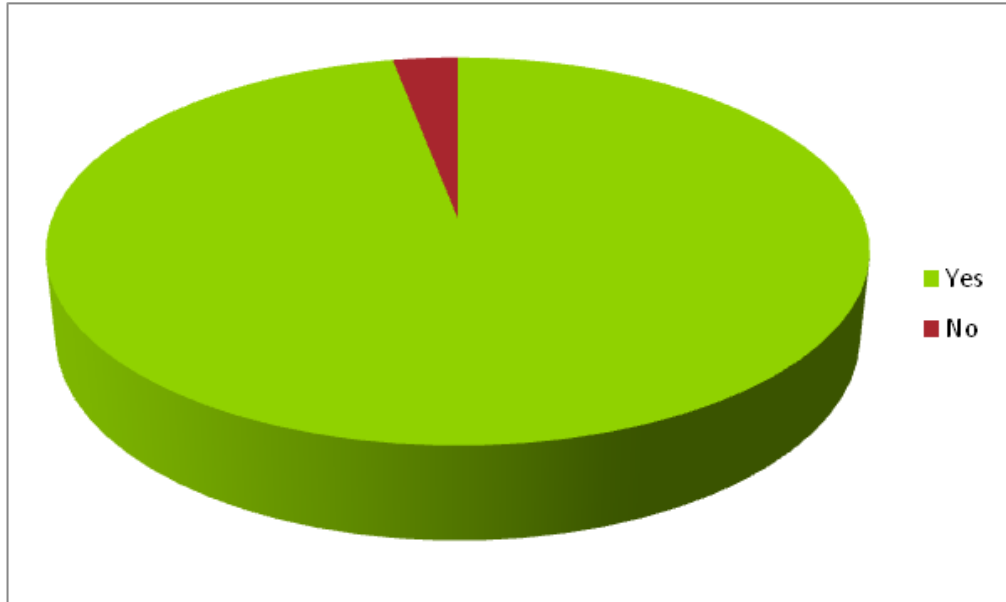
### Key themes from the consultation:

- Support creation of a Canal Corridor Linear Park provided it does not impact on job creation
- Park must be properly maintained
- Proposals should include decorative rather than agricultural fencing

### Environmental Improvement GI3

Do you agree with Environmental Improvement GI3 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (97%); No (3%)



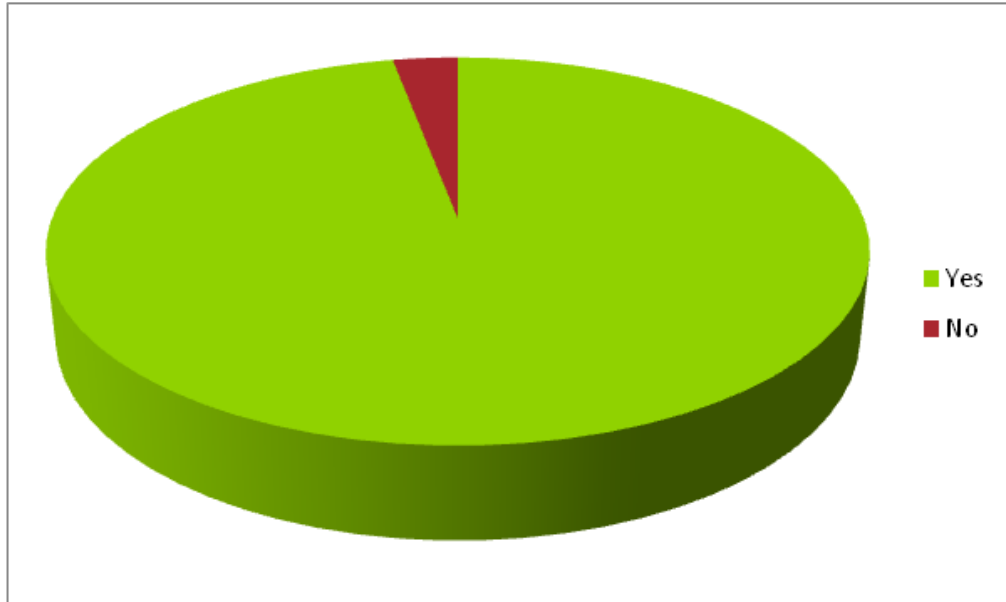
#### Key themes from the consultation:

- Should be considered with town centre public realm improvements
- Must not negatively impact on job creation
- Must improve ability to cross St Michaels Way to access the town centre
- Cannot see how this will happen
- Links along canal corridor are already acceptable
- Effective maintenance would be an improvement
- Support improved green links into the town centre

## Environmental Improvement GI4

Do you agree with Environmental Improvement GI4 in the draft Middlewich Town Strategy?

- 58% of respondents answered this question
- Yes (97%); No (3%)

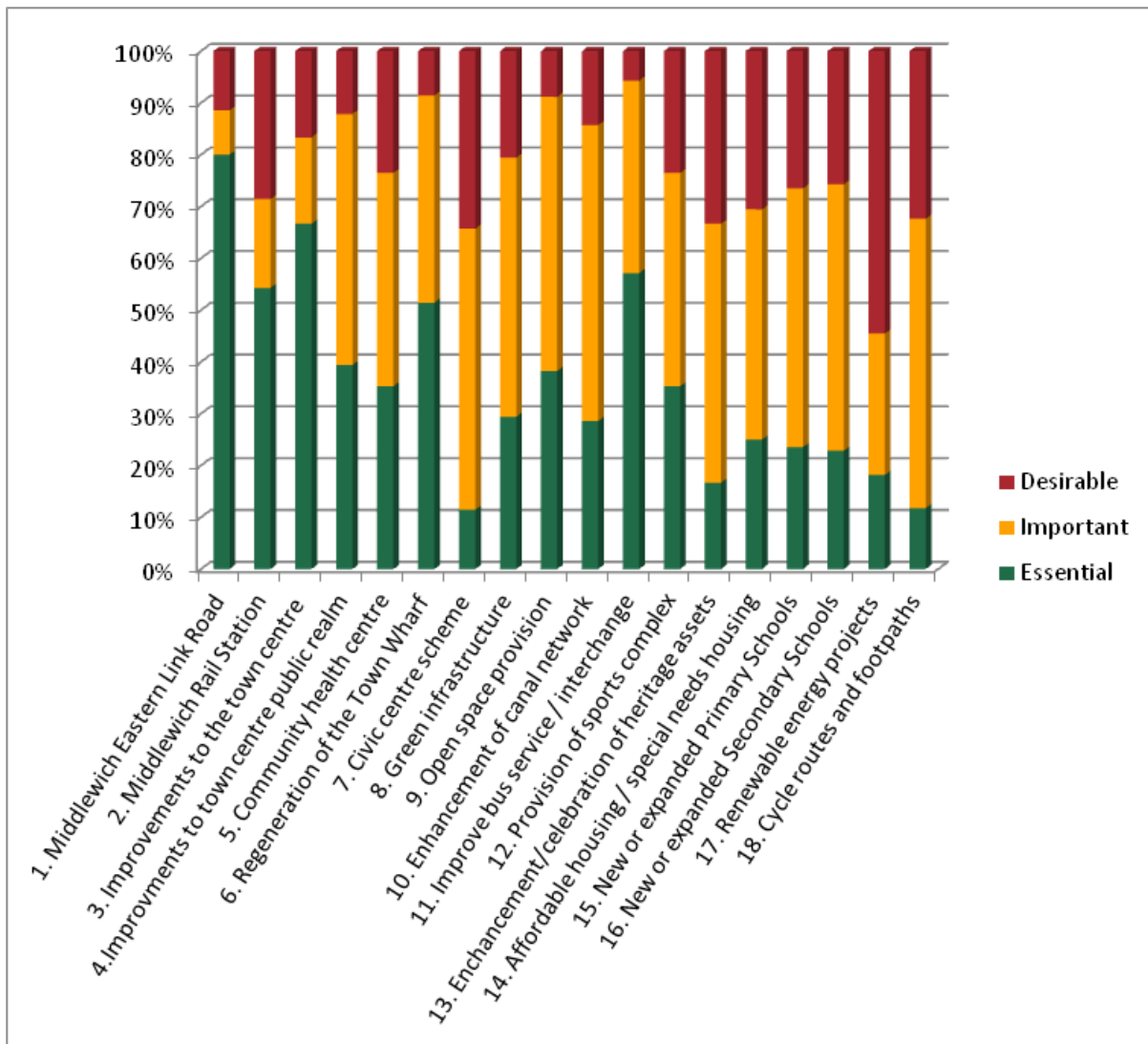


### Key themes from the consultation:

- Support creation of green links into Midpoint 18
- Must not negatively impact on job creation
- A green corridor around canals and rivers already exists in the town
- Development in proximity to canals and rivers cannot reduce flood risk
- Query creation of linear walk along the river

## Q7 Infrastructure Priorities

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



## Additional Infrastructure Comments

- Improved provision of leisure facilities including children’s playspace, sports pitches, swimming pool, bowling, cinema and retail
- Improvements to transport infrastructure and reduction of speed limits
- Development to the south of the town centre must provide key services and facilities
- Provide greenspaces for dog walkers and introduce dog toilets
- Replace grass verges in residential areas with parking, school drop-off points and bus pull-ins
- A new secondary school will be a priority if housing numbers increase
- Improve road and rail transport infrastructure
- Link road must provide access to Cledford Lane
- Access to and parking at the railway station
- Maintenance of public footpaths
- A bypass to the north of the town
- Explain the relationship between the CIL and the Local Plan
- New housing should contribute to the funding of the eastern link road and railway station
- Provide infrastructure to support job creation and encourage employers to Middlewich
- Additional water storage capacity on the five main watercourses
- Further education facilities
- Provide primary schools and health centre in advance of new housing
- Use the Local Plan to justify and evidence identification and ranking of infrastructure priority
- Infrastructure to encourage local on foot and by bicycle, particularly town centre links
- Improvements to the town centre should also include promotion of low carbon transport options
- Deficiencies of open space will be increased as a result of residential development
- Expensive road junction layouts required to ensure safe access from new development to existing roads
- Develop footpath along the River Wheelock between Nantwich Road and Warmingham Lane
- Support shared space from King Street to the new Morrisons site, but would require a bypass to the north of the town for traffic between the M6 and Winsford/Nantwich
- Middlewich is prone to flooding. This needs addressing before large-scale development. Flood risk management and sustainable drainage will affect financial viability.
- Improvements to sewage capacity and gas and electricity distribution networks
- Meet the needs of the elderly by encouraging self-help and community help
- Additional use of stations and routes will require infrastructure upgrades

## **Additional Comments on the Town Strategy**

A number of additional comments were made on Draft Middlewich Town Strategy. In the interest of brevity the key themes, which do not appear elsewhere in this document, have been summarised below. Full versions of the comments are available in the Draft Middlewich Town Strategy: Full Report of Consultation.

### **General**

- Development should occur in sustainable locations with good access to key services and facilities including public transport, thereby reducing reliance on private transport
- Level of development proposed is restrictive. It does not consider other options.
- Additional sites for consideration: sites available for development have not been considered, namely, SHLAA sites 2815, 2654 and 2655 (suitable for approximately 96 homes)
- Maps were poor and difficult to interpret
- Middlewich cannot be viewed in isolation. What are the impacts on other communities?
- The role of the document is unclear
- Concerned about loss of agricultural land which will be an important resource in future
- Links between strategy objectives and evidence base must be explained
- Objection to development of an incinerator
- Support the recognition that Middlewich should be a growing town to achieve a critical mass for services and infrastructure, particularly due to its sustainable location
- Document provides a good balance of development, is thorough, concise and informative.
- Would support production of a more detailed Green Infrastructure strategy/assessment
- Must give consideration to ground instability resulting from historic brine extraction
- Question the financial viability of the proposals
- 20 years is too long a period to plan for
- Dispute the links made between increased population and increased economic activity
- Glossary heading 'Community Infrastructure' is inconsistent with the heading Sustainable Communities in the draft NPPF

### **Consultation Approach**

- Timescales for consultation were too brief
- Questionnaire did not allow for comment on the value of Green Belt and open countryside
- The form of consultation is difficult and excludes more detailed responses
- Concerned about level of input from stakeholder panel members representing surrounding parishes. Parishes were not asked to submit comments prior to commencing publication