

Draft Wilmslow Vision: Summary Report of Consultation

Overall Response

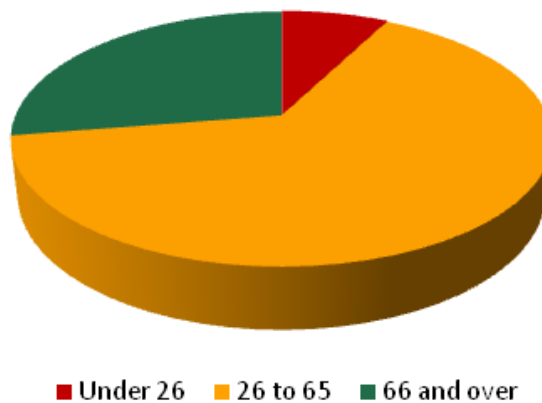
A total of **1446** representations were received on the draft Wilmslow Vision

31.4% of these were submitted online via the consultation portal; 1.5% were emails and 67.2% were in paper form.



Each question was answered by at least 90% of respondents. 42% of respondents answered 'No' to every question or did not answer any questions

7.6% of people who took part in the consultation were under the age of 26; 64.9% were aged 26 to 65; and 27.5% were aged 66 and over



There were four petitions submitted to the draft Vision consultation.

Lindow Action Group Petition (signed by 89 people)

Save Our Green Belt

We object to any land in Wilmslow currently designated as Green Belt being released for the purposes of building development, residential or commercial.

We ask that the Council meet future housing needs by developing existing brownfield sites or those released through windfall.

Lindow Action Group (Areas Ca Cb D E in Draft Wilmslow Vision Consultation).

Thorngrove Park Area Residents Group Petition (signed by 118 people)

Keep the Prestbury Road Green Belt Green

We the undersigned petition Cheshire East Council to reject proposals to grant planning for any new houses or other development along the Prestbury Road / A34 corridor as proposed in areas Aa and Ab in the draft Wilmslow Vision document. The undersigned also call for all designated Green Belt areas in Wilmslow to be retained.

Wilmslow Vision Petition (signed by 789 people)

We the undersigned petition the council to save Wilmslow's Green Belt from development proposals identified within the Wilmslow Vision consultation document.

Our reasons are that the Vision consultation document does not adequately demonstrate the following.

1. The need for additional housing in the Wilmslow area
 2. The exceptional circumstances that are required to alter the existing Green Belt boundaries.
 3. That all alternative brownfield sites have been fully explored.
 4. That alternative use options for brownfield sites have been fully explored.
 5. The agricultural merits of proposed Green Belt sites.
 6. The effect on public services, particularly education and health.
 7. The effect on the local environment and biodiversity
 8. The impact of developments close to Wilmslow, particularly the major redevelopment of the former British Aerospace facility at Woodford.
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Friends of Dean Row Petition (signed by 273 people)

No new houses or release of any Green Belt in Dean Row

We the undersigned petition the council to reject proposals to grant planning for any new houses in Dean Row, as proposed in Areas Ba, Bb, Bc, Ha, and Hb of the draft Wilmslow Vision document. The undersigned also call for all Green Belt in these areas to be retained, and for area Bc to be returned to Safeguarded status.

Friends of Dean Row is against the unnecessary and unsustainable developments proposed in the Dean Row area of Wilmslow, for the following reasons:

- Major questions regarding the sustainability for development on all sites
 - Lack of infrastructure to support a new conurbation (schools, health, utilities, shops, etc)
 - Relatively long distance to the town centre, making walking and cycling less viable compared to other potential development sites
 - Lack of public transport connections
 - Loss of Dean Row as a separate hamlet with its own character, which risks being subsumed into an urban sprawl
 - The planned development of a further 1,000 houses on the old Woodford airfield less than 2 miles away would mean chronic over-development of the area
 - Increased traffic congestion, with the likelihood of new traffic lights and/or roundabout on Adlington Road, Brown's Lane, Cross Lane, and/or Dean Row Road
 - Visual impact on the surrounding area
 - Destruction of areas of natural beauty and wildlife
 - Loss of open spaces in the Wilmslow area, including the children's playground and playing fields off Brown's Lane
 - Drainage and flood risk
 - Over reliance on this area of Wilmslow for new housing: the area to the west of Dean Row has already been subjected to considerable development over the last 10 years
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During the consultation period, 491 copies of a standard letter were received:

Standard Letter Details

Dear Sirs,

I wish to respond to the 'Wilmslow Vision' consultation, I am strongly opposed to the proposals in this document in its entirety because it does not represent a considered and sustainable future for Wilmslow.

My specific objections are:

- The need for 1,500 new homes. I challenge the need for this level of growth and the fact the document makes no reference to existing brownfield sites which provide a better alternative for future development.
- The current infrastructure (roads, shops, amenities, public utilities and transport) are in my opinion barely sufficient for the existing residents let alone any additional strain placed upon them by an increase in population.
- The Green Belt areas identified in the draft plan for building on represent some of the most ecologically sensitive sites within the Wilmslow neighbourhood. These open spaces are enjoyed by many local residents for recreation, for example the footpaths between Upcast Lane, Moor Lane and the Lindow Peat Bogs.
- Many of the sites identified for development have insufficient accessibility through the existing road network. Development would therefore result in a significant increase in traffic on minor roads such as Moor Lane, resulting in greater safety risks for residents and their children.

In summary I feel the above points need to be taken into consideration when forming the revised 'Local Plan' for Wilmslow.

Yours Sincerely,

Q1 Vision for Wilmslow

Do you broadly agree with the Vision statement as set out in the document?

- 94.1% of respondents answered this question
- 27% broadly agree; 73% do not agree



Key themes emerging from consultation:

- Vision could be more precise and less ‘motherhood and apple pie’
- Some agree with overall vision but concern over implementation
- Support for high quality, accessible, green and recreational spaces
- Suggestion that the vision focuses on the wrong issues and misses key issues
- View that the vision statement could refer to anywhere and isn’t locally distinctive enough
- View that the vision is overly-ambitious
- View that the vision is unrealistic due to cost implications at a time of budget restraint
- Some support for an overall high level vision to guide development within the town but many people view an overall vision as unnecessary
- View that Wilmslow should remain exactly as it is
- View that some of the proposals later in the document are directly contradictory to the principles in the vision statement (e.g. building new houses, Green Belt development etc)
- Support for development on brownfield sites should be in the vision
- Needs a mention of infrastructure improvements
- Not keen on ‘contemporary architecture’
- Provision of school places important
- Many objections are to the implementation of the vision (particularly housing development and loss of Green Belt) rather than the vision statement itself.

Slogan for the Vision

A slogan for the Vision has been suggested: “Wilmslow, fostering a sense of community”. Do you have any alternative suggestions for a slogan?

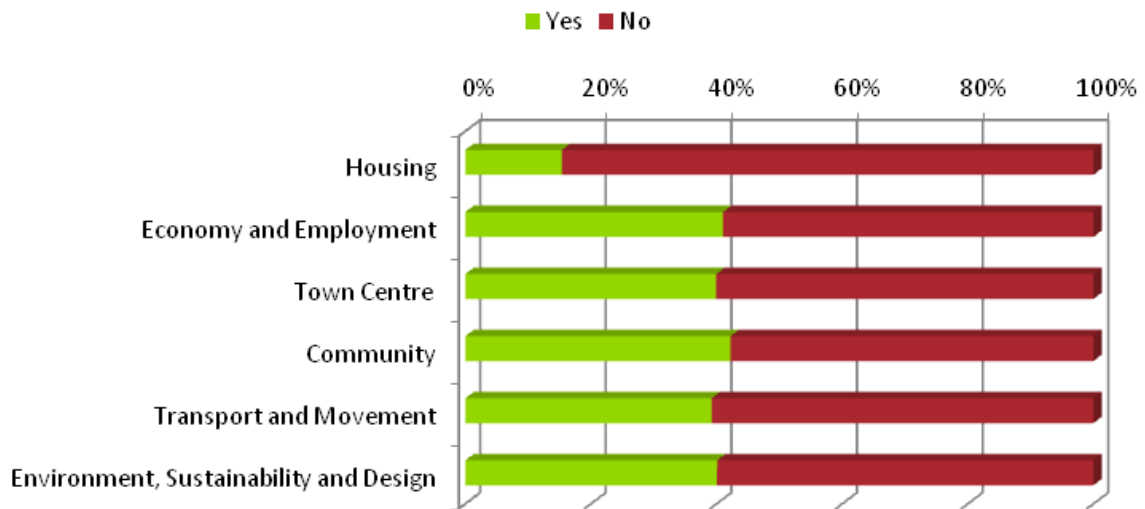
Key themes emerging from consultation:

- General perception that a slogan is unnecessary
- ‘Fostering a sense of community’ gathered some support but not universally popular; ‘Get into Wilmslow’ even less popular;
- Slogan should be progressive and forward-thinking;
- Don’t like the word ‘fostering’
- Some support for putting the community at the centre of a slogan
- Some alternative (realistic) suggestions:
 - Wilmslow: a great place to live
 - Wilmslow: the future of us all
 - Wilmslow: a green and pleasant place
 - Wilmslow: where the community makes a difference
 - Community starts here
 - Wilmslow: where the community works together
 - Wilmslow, in the heart of the Cheshire countryside
 - Wilmslow: growing together
 - Taking responsibility for Wilmslow’s economic future
 - Wilmslow: sharing life, living dreams
 - Wilmslow, a good place to live
 - Wilmslow at the heart of the community
 - Wilmslow, a community surrounded by Green Belt
 - Keep the heart of Wilmslow healthy
 - A better life in Wilmslow
 - Wilmslow, our green and pleasant town
 - Sustainable Wilmslow
 - Nobus Habitaito Felix (a pleasant place to live)

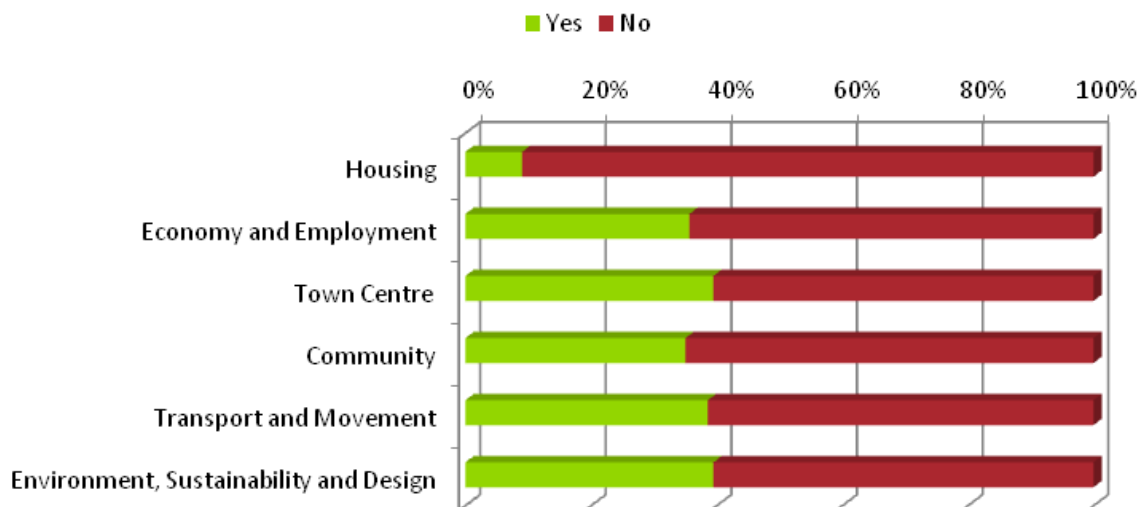
Q2 and Q3 Aims and Objectives

Do you broadly agree with the Aims and Objectives in the draft Wilmslow Vision?

Aims



Objectives



1 Housing

Do you broadly agree with Housing Aims in the draft Wilmslow Vision?

- 95.4% of respondents answered this question
- 15% broadly agree; 85% do not agree



Do you broadly agree with Housing Objectives in the draft Wilmslow Vision?

- 94.1% of respondents answered this question
- 9% broadly agree; 85% do not agree



Key themes emerging from consultation:

- Figure of 1500 new homes by 2030 is too high; level of proposed growth is excessive. Some people suggested a lower figure would be more appropriate (circa 500 is mentioned by a few people)
- No development on Green Belt land
- Claims that there are lots of brownfield sites that could be used instead; need to focus attention on brownfield sites and actively encourage development here
- Concern about loss of Wilmslow's individual character and becoming part of the south Manchester urban sprawl
- Question why new housing is needed in Wilmslow; evidence for growth
- Issue of impact of new development on existing infrastructure; provision of new infrastructure. Particular issues are highways, schools and medical facilities

- Some limited support for affordable / specialist housing, particularly for the young, old and families. Affordable housing should remain affordable when sold on.
- Don't want new Council estates
- Needs of an ageing population should be better addressed. Suitable housing would enable downsizing
- Some people thought that any new housing should be more modest style housing to cater to lower-income working families, whilst others thought that larger executive-type housing would attract high earners and boost the local economy
- High quality design in new housing developments is important
- Development at Woodford Aerodrome could take some pressure from Wilmslow. Nearby developments should be taken into account
- Wilmslow is a high-demand area – it is not possible to meet the future needs
- New housing is not sustainable
- Limited support for some growth to meet local needs, but not in-comers
- Some support for town centre housing schemes – potential office / shop conversions?
- Concern for property prices
- Some responses accepting need for managed growth over long-term; Wilmslow has to provide a share of the Cheshire East housing requirement
- Like Wilmslow as it is; don't want it to be any bigger
- Question demand for new housing; there is currently no shortage of housing
- Concern over reduction in the attractiveness of the town
- Perception that new development would only benefit developers at the expense of the existing residents
- Need to consider agricultural value of greenfield sites
- Concern over how new housing would be funded
- Need to consider the impact on the community
- The difference between Aims and Objectives is not clear
- Open spaces and nature are more important than houses
- Proposals are far too vague
- Damage to countryside, environment and biodiversity

2 Economy and Employment

Do you broadly agree with Economy and Employment Aims in the draft Wilmslow Vision?

- 93.7% of respondents answered this question
- 41% broadly agree; 59% do not agree



Do you broadly agree with Economy and Employment Objectives in the draft Wilmslow Vision?

- 91.7% of respondents answered this question
- 36% broadly agree; 64% do not agree



Key themes emerging from consultation:

- Some support for new employment (not on Green Belt land) particularly for light industry and small companies
- New residents will need places to work; work for local people is important; apprenticeships
- Business rates and rents should be lowered to encourage investment
- Education in Wilmslow is already good
- Better public and private transport is important to the local economy
- Need to consider the impact of current financial climate
- View that there is no need for additional office or commercial space; perception that there are currently lots of empty offices and existing space could be better utilised
- Suggestion that there are enough shops without capacity for more; also changing nature of retail sector, e.g. increase in Internet shopping

- Jobs provided need to match the skills of local people
- Some support for the view that there are already enough / good range of jobs and a healthy economy which doesn't need to improve further
- Wilmslow is a dormitory town / commuter belt and should remain so
- Economic growth should be proportionate to the town
- Some support for the idea of creating new jobs
- Need more parking spaces for the existing offices
- Some support for help for small / start-up businesses
- More reference to adult education
- Suggestion that statements are vague and idealistic; could apply to anywhere
- Need to support young people into work / training
- Wilmslow needs to develop a distinctive offer
- Further employment will increase in-commuting and congestion
- High school is too big; quality education is important
- Locating new jobs near housing areas / reducing the need to travel
- Don't want Wilmslow to become an industrial town; don't want to lose the residential character
- Evolution not revolution
- Concerns over funding of the proposals
- Suggestions to attract specific sectors to boost economy (e.g. scientific / high tech)
- Small number of comments advocating a new business park for small businesses/ start-ups / high tech / growth industries etc
- Need to consider potential jobs losses from existing large employers nearby – need to improve the area's attractiveness to businesses
- Suggestions for a park and ride facility for town centre workers
- Support for local and independent traders and businesses

3 Town Centre

Do you broadly agree with Town Centre Aims in the draft Wilmslow Vision?

- 94.0% of respondents answered this question
- 40% broadly agree; 60% do not agree



Do you broadly agree with Town Centre Objectives in the draft Wilmslow Vision?

- 92.9% of respondents answered this question
- 39% broadly agree; 61% do not agree



Key themes emerging from consultation:

- General overall view that the town centre needs improving, although some responses advocate no changes at all
- Too many empty shop units – reduce rents to encourage specialist and independent retailers; the town needs small niche retailers as well as traditional convenience retail (butchers, bakers, greengrocers, fishmongers etc)
- Need more vibrancy in the town centre
- Excessive parking charges / lack of parking discourage visitors
- Some suggestions that Grove Street should be un-pedestrianised; other suggestions that it be improved with a new public realm scheme – also suggestions of an atrium / glazed roof
- General disagreement with any scheme to replace the library or leisure centre; general disagreement with any scheme involving development on Rectory fields

- Community facilities should be provided as centrally as possible
- Suggestions that the aims and objectives will destroy Wilmslow
- Improve what is already there rather than making large changes
- Maintenance, cleaning, planting, lighting, paving – the basics are lacking
- General regeneration and sprucing-up is needed
- Introduce more green spaces
- Some (minority) view that pedestrians should be given higher priority over cars than present in the town centre / traffic calming scheme
- Gateways / entry points / sense of arrival into the town centre could be improved; links between station and centre need improving
- Too many offices in the town centre – could be put to better use as residential units; residential uses in the centre would also add to vibrancy
- Better links between centre and The Carrs / River Bollin
- Concern over sources of funding for any projects
- Improvements to community and youth facilities
- Vague proposals lacking in detail; suggestions of hidden agendas
- Too many charity shops in the town centre
- Local projects such as the Artisan market are important for the centre
- Some views that the existing charm and character of the centre be maintained
- Evening economy needs to diversify; there are too many bars
- Park and ride facilities
- No more supermarkets
- Mixed views on provision of theatre; some agree but others consider that it would not be commercially viable; any new community facility should be flexible to enable a variety of uses
- Need to retain young people in town
- Reduce traffic congestion in the centre; improving the town centre will make this worse;
- Aims are overly ambitious
- Architectural quality of existing buildings needs improving
- Town centre should become a focus for the community

4 Community

Do you broadly agree with Community Aims in the draft Wilmslow Vision?

- 91.6% of respondents answered this question
- 42% broadly agree; 58% do not agree



Do you broadly agree with Community Objectives in the draft Wilmslow Vision?

- 90.4% of respondents answered this question
- 35% broadly agree; 65% do not agree



Key themes emerging from consultation:

- Community activities and involvement are important
- Some agreement with the overall community aims
- Some views that there are already good community assets and community spirit but these could be made worse by the proposals in the vision
- High School is too large
- Communities make themselves, they cannot be forced to develop by planners; the community is fine as it is – don't interfere
- Views that there are already sufficient community facilities in Wilmslow and no more are needed
- Alternative view that facilities are overstretched (doctors, schools, dentists, leisure) and are in urgent need of investment to serve the existing population

- Other views that Wilmslow is not at all community orientated; some feel that efforts should be made to improve this whilst others feel that this is a lost cause
- Need to address behaviour in the town centre at night / weekends to enable a safe and welcoming community
- Too much new housing will adversely affect the sense of community
- Increased housing in the town centre could help develop a sense of community
- The library and leisure centre are accessible to people and should remain where they are
- Leisure centre and library facilities should be improved
- Lack of cultural and leisure amenities in Wilmslow
- Too vague and overly ambitious
- Suggestion that community spirit is already improved as people have united against the idea of developing on Green Belt land
- Programme of community events important
- Education and training needs investment
- More facilities for young people and teenagers are needed
- General lack of support for health hub

5 Transport and Movement

Do you broadly agree with Transport and Movement Aims in the draft Wilmslow Vision?

- 92.4% of respondents answered this question
- 39% broadly agree; 61% do not agree



Do you broadly agree with Transport and Movement Objectives in the draft Wilmslow Vision?

- 90.8% of respondents answered this question
- 39% broadly agree; 61% do not agree



Key themes emerging from consultation:

- Some support for improving sustainable transport modes and general public transport improvements
- Some disagreement with the aims – private transport is the most popular mode and will continue to be so: we should facilitate this by improving roads and parking
- Suggestion that support should be given to extending the Manchester Metrolink to Wilmslow
- Mixed views on removing traffic from the town centre – some appreciate the environmental improvements that would result whilst others were concerned that it could reduce trade
- Mixed views on parking – some feel that parking is a real problem which discourages visits to the centre, whilst others consider that there is plentiful and cheap parking
- Some suggestions that parking should be free

- Concerns over congestion
- There is a conflict between the aims to improve parking and to reduce traffic
- Mixed views on improving facilities for walking and cycling. Some agree with new cycle lanes whilst others view them as unnecessary.
- Few comments supporting the need to reduce car use
- Improvements to railway station and better integration with bus services; better links between the station and centre to act as a gateway
- New housing will increase congestion
- Potholes are a problem
- Mixed views on a loop / hopper bus
- Park and ride scheme could help to reduce town centre traffic and parking
- East-west routes are as important as north-south routes

6 Environment, Sustainability and Design

Do you broadly agree with Environment, Sustainability and Design Aims in the draft Wilmslow Vision?

- 91.8% of respondents answered this question
- 40% broadly agree; 60% do not agree



Do you broadly agree with Environment, Sustainability and Design Aims in the draft Wilmslow Vision?

- 90.9% of respondents answered this question
- 39% broadly agree; 61% do not agree



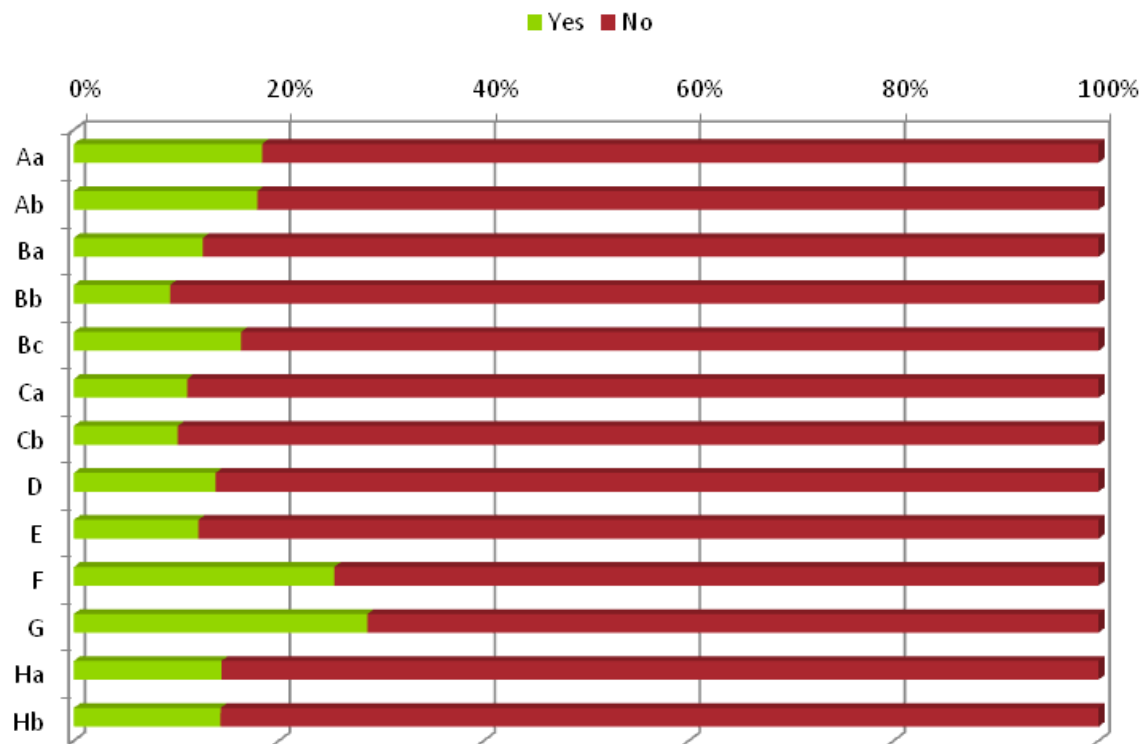
Key themes emerging from consultation:

- These aims are already being met / I like it the way it is / the current environment is excellent
- Need to protect green areas more
- Should include the protection of the countryside
- Not enough children's play area at present
- The aims here are not compatible with building on the Green Belt or with building on the Rectory fields
- Need to preserve the rural / urban balance
- Vague, idealistic generalisations

- Good design / architecture is very important, but concern over introduction on contemporary designs to Wilmslow – general feeling that new buildings should blend in; contemporary design will date quickly
- Some support for encouraging the use of renewable technology but also opposition to anything 'green'. General disagreement to a renewable energy project in Wilmslow Park – lack of detail
- More support for household renewable / energy reduction technologies, e.g. solar, insulation etc
- Protection for Green Belt
- Tree planting in the centre would improve environment
- Need to consider biodiversity
- Desires for Lindow Moss extraction to cease / restoration scheme
- Value of agricultural land
- Enhancement of existing unsightly buildings / areas

Q4 Potential Land Use Options

Do you broadly agree with the potential Land Use Options suggested?



Site Aa

Do you broadly agree or disagree with site Aa as a potential land use option (suggested use: residential)

- 92.6% of respondents answered this question
- 18% broadly agree; 82% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Loss of playing fields
- Eroding the gap between Wilmslow and Alderley Edge
- Too many houses proposed
- Destruction of countryside
- Strain on existing infrastructure
- Would lead to congestion on the bypass
- Good access
- Town centre in walking distance; closeness to town centre; close to railway station
- Replacement allotments should be provided elsewhere
- Minimal impact on existing dwellings
- Council owned land – could minimise costs / provide funding for schemes
- Potential to provide lower cost market / family affordable housing
- Suggested alternative uses – leisure uses; community uses; higher education; car boot sales

Site Ab

Do you broadly agree or disagree with site Ab as a potential land use option (suggested use: residential)

- 92.3% of respondents answered this question
- 18% broadly agree; 82% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for housing development
- Would lead to urban sprawl
- Too large an area
- Eroding the gap between Wilmslow and Alderley Edge
- Not near a primary school / would need a new primary school
- Too many houses proposed
- Too far from centre of town
- Road congestion
- Currently used for farming
- Would lead to congestion on the bypass
- Affect views from Alderley Edge
- Minimal impact on existing homes
- Close to town centre and railway station
- Good access to bypass
- Currently under-used land
- Suggested alternative uses – leisure uses; community uses; allotments

Site Ba

Do you broadly agree or disagree with site Ba as a potential land use option (suggested use: residential)

- 91.7% of respondents answered this question
- 13% broadly agree; 87% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Erosion of buffer between Wilmslow and Greater Manchester
- Supports a variety of plant and wildlife
- Would ruin the area for existing residents
- Loss of Dean Row hamlet
- Too much development in the area already from Summerfields and Colshaw
- Traffic congestion concerns
- Further from town centre – would not encourage walking / cycling
- Close to Woodford
- Agricultural land
- Too many houses proposed
- Lack of school places locally
- Poor public transport
- Would need to be in character with the surrounding area
- Good transport links
- Roads would provide boundaries to limit further expansion

Site Bb

Do you broadly agree or disagree with site Bb as a potential land use option (suggested use: residential)

- 91.1% of respondents answered this question
- 9% broadly agree; 91% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for housing development
- Would lead to urban sprawl
- Proposed density too high / too many houses proposed
- Erosion of gap between Wilmslow and Woodford
- Traffic congestion
- Overcrowded schools
- Would ruin the area for existing residents
- Not close to the town centre; would increase car usage
- Would merge Wilmslow and Dean Row
- Localised flooding during winter
- Agricultural land
- Close to Dean Row Chapel (listed building)
- Loss of pleasant walks and wildlife
- Would need to be in character with the surrounding area
- Good access to the bypass
- Could deliver affordable housing for first time buyers

Site Bc

Do you broadly agree or disagree with site Bc as a potential land use option (suggested use: residential)

- 91.1% of respondents answered this question
- 16% broadly agree; 84% do not agree



Key themes emerging from consultation:

- Perceptions that this land is Green Belt
- Should be designated as Green Belt
- Greenfield
- Would lead to urban sprawl
- No need for development
- Density too high / too many houses proposed
- Traffic congestion
- Destruction of wildlife habitats
- Would ruin the area for existing residents
- Dean Row would lose its identity as a separate hamlet
- Lack of school places locally
- Perceptions that the playing fields would be lost / need to retain playing fields
- Access could be difficult
- Distance from town centre would not encourage walking / cycling
- Some respondents agree that development would be OK as it is not Green Belt
- Would need to be in character with the surrounding area
- Could deliver affordable housing for first time buyers
- Reasonably close to the town centre
- Suggested alternative uses – leisure facilities

Site Ca

Do you broadly agree or disagree with site Ca as a potential land use option (suggested use: residential)

- 90.7% of respondents answered this question
- 11% broadly agree; 89% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Concerns over ability of local roads to handle traffic / safety issues
- Too near Lindow Common
- High water table and flooding; boggy
- Development should be in keeping with the character of the area
- Density too high / size of development should be smaller
- Too close to the school
- Area contains much wildlife
- Too far from town centre – would encourage car use not walking / cycling
- Few local services
- Impacts on local footpaths and bridleways
- Poor access
- Would need a new school
- Near schools; places available at Lindow School
- Plenty of local amenities
- Good access
- Within walking distance of town centre and High School
- Suggested alternative uses – children’s play area; sports fields

Site Cb

Do you broadly agree or disagree with site Cb as a potential land use option (suggested use: residential)

- 90.6% of respondents answered this question
- 10% broadly agree; 90% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Poor access
- Potential impact on Lindow Common
- Rural area and too far from the town centre – reliant on car trips
- Would ruin the area for existing residents
- Local roads are very congested / highway safety issues
- No physical barrier to limit further expansion in future
- Any development should be smaller / lower density
- High water table / flooding issues
- Important wildlife habitat
- Lots of footpaths / bridleways run through site
- Would need a new school
- Good location and access
- Close to local shops and school

Site D

Do you broadly agree or disagree with site D as a potential land use option (suggested use: residential)

- 91.5% of respondents answered this question
- 14% broadly agree; 86% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Is an important green approach to Wilmslow / separation of Wilmslow and Alderley Edge
- Traffic congestion
- Number of dwellings proposed is too high / lower density would be better
- Would ruin the area for existing residents
- Local schools are oversubscribed
- Good access
- Close to bypass
- Within the built-up area already
- Close to the town centre
- Near existing employment and services
- Suggested alternative uses: employment; leisure uses; recreational space

Site E

Do you broadly agree or disagree with site E as a potential land use option (suggested use: residential)

- 89.9% of respondents answered this question
- 12% broadly agree; 88% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- Poor access
- Local roads are very congested / highway safety issues
- Reduction of gap between Wilmslow and Alderley Edge
- Too many houses proposed
- Too far from shops and services
- Prime agricultural land
- Footpaths
- Detrimental to existing residents
- Too far from the town centre
- Important area for wildlife
- Footpaths
- Possible flooding issues
- No physical barrier to limit further expansion
- Good location and access
- Suggested alternative uses: leisure facilities, children's play area; playing pitches

Site F

Do you broadly agree or disagree with site F as a potential land use option (suggested use: mixed use / employment led)

- 90.9% of respondents answered this question
- 25% broadly agree; 75% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- Traffic congestion
- No need for development
- Would lead to urban sprawl
- Important area for wildlife
- Infrastructure concerns
- Would ruin the area for existing residents
- There is a need for small industrial units
- Railway line provides physical barrier to limit further expansion
- Good location and transport links
- Easy access
- Minimal impact on existing dwellings / residents
- Close to school
- Close to town centre
- Well served by public transport
- Lower visual impact than other sites
- Some acceptance that development here is one of the 'least worst' options
- Suggested alternative uses: employment only; housing only; playing fields

Site G

Do you broadly agree or disagree with site G as a potential land use option (suggested use: employment)

- 90.7% of respondents answered this question
- 29% broadly agree; 71% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- Development not needed
- Need to improve road links
- Would ruin the area for existing residents
- Too far from the town centre and railway station – encourages car based trips
- Schools are full
- Infrastructure concerns
- Need to consider wildlife and ecology
- Traffic congestion, particularly A538
- Agricultural land
- Minimal impact on existing dwellings / residents
- Would need a cycle route installed
- Need for units for small businesses
- Need to provide jobs to drive the local economy
- Good road access / access to airport and motorway
- Potential for a science park?
- Some acceptance that development here is one of the 'least worst' options
- Suggested alternative uses: residential, playing fields, sports facilities, retail

Site Ha

Do you broadly agree or disagree with site Ha as a potential land use option (suggested use: residential)

- 90.2% of respondents answered this question
- 14% broadly agree; 86% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Would lead to urban sprawl
- No physical barrier to limit further expansion
- Too close to Handforth
- Too close to Woodford
- Lack of school places
- Traffic congestion
- Access issues
- Infrastructure concerns
- Loss of character of Dean Row
- Important to maintain separation between Wilmslow and the Greater Manchester conurbation
- Too far from the town centre – would not encourage walking / cycling
- Important area for wildlife
- Would represent ribbon development
- Any development should be sensitive to the local area
- Easy walking distance to Summerfields
- Good access to the bypass
- Suggested alternative uses: children's play area, sports facilities

Site Hb

Do you broadly agree or disagree with site Hb as a potential land use option (suggested use: residential)

- 89.8% of respondents answered this question
- 14% broadly agree; 86% do not agree



Key themes emerging from consultation:

- Green Belt
- Greenfield
- No need for development
- Important area for plants and wildlife
- Would ruin the area for existing residents
- Footpaths
- Traffic congestion
- Impact on character of Dean Row
- Would lead to urban sprawl
- No physical barrier to limit further expansion
- Insufficient school places
- Potential flood risk
- Too close to Woodford development
- Separation between Wilmslow and Woodford
- Separation between Wilmslow and Greater Manchester conurbation
- Infrastructure concerns
- Lack of public transport
- Too many dwellings proposed
- Agricultural land
- Access issues
- Too far from shops, services and town centre – would increase car travel
- Good access to the bypass
- Council owned land – could help to fund projects
- Walking distance to Summerfields

Q5 Town Centre

Do you broadly agree with the principles for improvements in the Town Centre?

- 90.8% of respondents answered this question
- 35% broadly agree; 65% do not agree



Key themes emerging from consultation:

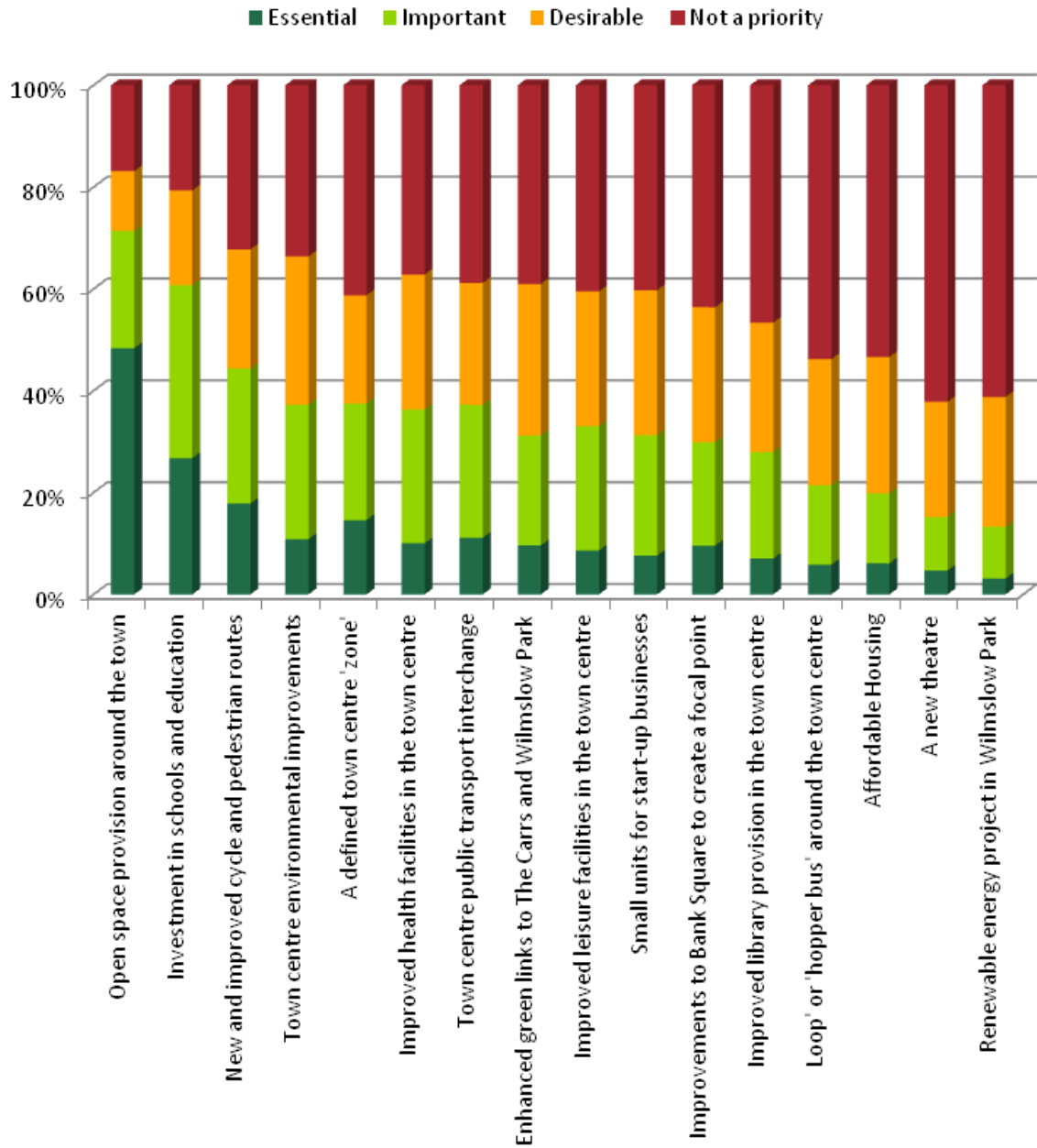
- Proposals too vague; not enough detail
- Overall disagreement with proposals to move library and leisure centre
- Overall disagreement with any proposal to build on Rectory fields
- Overall disagreement with proposals for a lifestyle centre
- General support for updating library / leisure centre but not redevelopment
- Open spaces in town should be maintained
- Views that another supermarket is unwanted
- Further development of the town centre will mean more empty premises
- Mixed views on car parking. Some consider it should be improved / made free whilst others think that there is sufficient parking and more would attract more cars / congestion
- Some concerns whether a shared-space scheme is appropriate for a through-route
- Reduce rents and rates for shops
- Disagreement on proposal for a new theatre – some support whilst others question need / viability. There are already theatres in Wilmslow
- Inconsistency in aim to reduce traffic whilst increasing parking provision to encourage it
- Some support for public transport improvements but questions over whether they could be made to work – size of town, demographics; suggestions that a hopper bus would increase congestion
- Mixed views on traffic calming / 20mph zone – some support a more pedestrian-friendly environment but others consider that it would cause more congestion / prevent people from coming to the centre
- Area around Tesco Express is scruffy and needs improvements
- Some suggestions that a small cinema would be welcomed
- Some consider that Bank Square it is too small for a focal point whilst others consider that it is in the wrong location; a focal point could be a hotspot for trouble
- The town has too many charity shops / building societies / bars

- Concerns over funding of proposals
- Concern over the level of vacant offices and shops
- Some support for increased number of residential properties in the centre
- General maintenance / sprucing-up / planting etc is very important
- Mixed views on gateways – some consider that they would enhance the town whilst others feel they are unnecessary
- High school should not be expanded further
- Improved cycle lanes and footpaths; access to The Carrs / green spaces
- Improve what already exists rather than making large changes
- Enhancement of the area around the station is important
- Suggestion for a park and ride scheme
- Support for independent retailers
- Problem of anti-social behaviour at night
- Retention of Romany's Vardo and memorial garden
- Completion of A555 link road could reduce traffic in the town centre
- Landscape area in front of viaduct to provide attractive gateway
- Some suggestions of a cover for Grove Street
- Programme of community and arts events in town
- Artisan market is a popular addition to town centre offer
- Mix of shops is geared towards wealthy – need some everyday basic shops for families
- 'Greening' the town
- Some support for a 'walking and cycling town' but also many comments that it is either unrealistic or not desirable

Q6 Community Infrastructure Priorities

What level of priority do you think the community infrastructure projects listed below should be given?

	Essential	Important	Desirable	Not a Priority
Town centre public transport interchange	11.1%	26.1%	24.0%	38.8%
Loop' or 'hopper bus' around the town centre	5.8%	15.6%	24.8%	53.8%
New and improved cycle and pedestrian routes	17.8%	26.5%	23.4%	32.2%
Open space provision around the town	48.4%	23.0%	11.8%	16.9%
Improved health facilities in the town centre	10.0%	26.3%	26.5%	37.2%
A defined town centre 'zone' inc. 20mph, improved car parking, traffic calming, enhanced gateways and signage	14.6%	22.9%	21.3%	41.2%
Renewable energy project in Wilmslow Park	3.1%	10.1%	25.5%	61.2%
Affordable Housing	6.1%	13.8%	26.8%	53.3%
Small units for start-up businesses	7.6%	23.6%	28.5%	40.3%
A new theatre	4.7%	10.6%	22.6%	62.2%
Improved leisure facilities in the town centre	8.6%	24.4%	26.5%	40.5%
Investment in schools and education	26.8%	34.0%	18.6%	20.6%
Improved library provision in the town centre	7.0%	20.9%	25.4%	46.6%
Town centre environmental improvements	10.8%	26.4%	29.1%	33.6%
Enhanced green links to The Carrs and Wilmslow Park	9.6%	21.6%	29.8%	39.0%
Improvements to Bank Square to create a focal point	9.6%	20.3%	26.5%	43.6%
Town centre public transport interchange	11.1%	26.1%	24.0%	38.8%
Loop' or 'hopper bus' around the town centre	5.8%	15.6%	24.8%	53.8%
New and improved cycle and pedestrian routes	17.8%	26.5%	23.4%	32.2%
Open space provision around the town	48.4%	23.0%	11.8%	16.9%
Improved health facilities in the town centre	10.0%	26.3%	26.5%	37.2%
A defined town centre 'zone' inc. 20mph, improved car parking, traffic calming, enhanced gateways and signage	14.6%	22.9%	21.3%	41.2%
Renewable energy project in Wilmslow Park	3.1%	10.1%	25.5%	61.2%



Q7 Other Infrastructure Priorities

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

Key themes emerging from consultation:

- Town environmental improvements: Grove Street public realm scheme; enhanced gateways; removal of street clutter; enhancements to Bank Square; covered seating area
- Improved public toilet facilities
- Cinema
- Free parking in the town centre
- Improved public transport: night bus service to Manchester; connection to Manchester Metrolink; bus links to surrounding villages; general improvements to bus service
- Road improvements: general improvements; re-design town centre traffic flow; completion of Airport link road from Handforth; traffic calming on busy routes
- Preservation of Romany vardo and memorial garden
- Improvements to general appearance of whole town
- Protect Green Belt
- Improved facilities and access for disabled people
- Investment in innovation, education and business start-ups: a new High School, a new business park / science park
- Facilities for young people
- Continue the Artisan market
- Venue for cultural activities (arts centre) / town centre community hall
- Safer cycling routes
- Improved range of shops
- Town centre programme of events
- Improved leisure and fitness facilities
- A recycling centre
- More policing
- Better footpaths
- Nursing homes / assisted living
- Wildlife protection
- Free town centre wi-fi
- Community garden / farm / allotments
- Improved hospital provision

Q8 Additional Comments

Please include any additional comments that you would like to make on the draft Wilmslow Vision.

Key themes emerging from consultation:

- Leave the town alone
- Document too long, vague, wordy, repetitive, lacks specific ideas for implementation
- Confusion between aims and objectives – they seem very similar
- Questionnaire too complicated; questions biased
- Need sheltered accommodation for disabled young people
- Locations and boundaries of sites listed are too ambiguous; the map needs far more detail; photos of the areas being considered would have helped
- Programme of edible planting around the town
- Repair and resurface the roads
- Charter for developers to make lots of money
- Public facilities should be in central locations
- Need to plan better for old age and disability
- Introduce a better mix of properties and tenures at Colshaw Farm estate
- Lack of consultation on the document / should have been delivered to every home / consultation period too short / availability of documents at leisure centre / not enough publicity
- Previous initiatives have led to little real action
- Document should contain clear commitment to protect an attractive and successful town
- Document shows little understanding of Wilmslow or its history
- Huge numbers of empty houses, shops and office need to be addressed
- Suggestions of ‘filling the Council’s coffers’
- Need to properly develop the argument for taking land out of the Green Belt
- Questions over how representative the stakeholder group were, and whether their views were ignored
- Allegations of conflicts of interest for the consultants and CEC Member
- Connection between well-being and access to green space
- The document is a waste of tax-payers money in times of recession
- Need growth to stimulate the economy in austere times
- The Council’s site on the corner of Chapel Lane / Beddells Lane could be used for housing
- Concerns over sewerage and water supply systems
- One way system in Green Lane (for bus use only)
- Air quality in Wilmslow is generally good but concentrations of Nitrogen Dioxide are approaching air quality standards around Altrincham Road, Church Street and Mill Street
- Why did the Council recently close Oaklands Infant School?
- Take account of the National Planning Policy Framework
- Wilmslow is tired and needs energising
- Need to consider Handforth and Alderley Edge alongside Wilmslow
- Various suggestions of Council incompetence

- Need to look at needs strategically across the whole of Cheshire East
- Opposition to site for Gypsies / Travellers
- Overall document is not locally-distinctive enough
- Concern over funding of affordable housing
- Why is the proposed country park between Wilmslow and Alderley Edge not included?
- Lack of information on the CIL – who pays, how much, when?
- Confusion over relationship between SHLAA and Wilmslow Vision
- More reference to history – Churches, industry, Roman times, Alan Turing...
- More reference to tourism
- Possibility of allowing enabling development at Pownall Hall School to fund improvements to the school
- Confusion between town centre plans and Local Plan process
- Opposition to gentlemen's club
- Lack of information on what the 'renewable energy project' would entail
- Need full detail of all brownfield sites
- Could land for sale next to Wilmslow Health Centre be used for housing?
- No mention of night-time economy – restaurants, pub sector etc
- More emphasis needed on crime and fear of crime
- 9.5ha site at Little Stanneylands suggested for housing
- Suggestion to use the Remenham site for housing
- SHMA statistics related to Wilmslow, Handforth and Alderley Edge
- Suggestion to include land at Ryleys Farm, Alderley Edge up to the new bypass
- Wilmslow is a dormitory town and should remain so
- Views that the old police station building should not have been replaced by flats
- Infrastructure must be provided alongside new housing, not as an afterthought
- Suggestion that housing could be built on the site of The Coach House, Alderley Road
- Suggestion that housing could be built on land bounded by Racecourse Road and Greaves Road
- Suggestion that housing could be built on land at Rotherwood Road
- Suggestion that leisure and employment uses, housing and a country park could be developed on land south-east of Wilmslow
- As the fourth-largest town in Cheshire East, Wilmslow will need to take its fair share of development
- Why are no sites to the west of the town considered?
- Youth disturbances / boy racers / drug problem