Consultation Report

Wilmslow Neighbourhood Plan Group and Wilmslow Town Council

February 2019
<table>
<thead>
<tr>
<th>Project name and Number:</th>
<th>17-002 WNP</th>
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<tbody>
<tr>
<td>Document Name and Revision:</td>
<td>17-002 rpt.009</td>
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<tr>
<td>Prepared by:</td>
<td>BD/JP</td>
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<td>Reviewed By:</td>
<td>JO</td>
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<td>Date of Issue:</td>
<td>5th February 2019</td>
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Consultation Report

1. Introduction

1.1. The following document forms the Consultation Report which seeks to provide an overview of the consultation and engagement of stakeholders in preparation of the Wilmslow Neighbourhood Plan (WNP).

1.2. The document collates work sourced from a range of different types of events and methods for collecting the views of local residents, landowners and agents, businesses, statutory bodies, local groups to name a few.

1.3. Using such a range of methods aims to ensure that all those that want to input into the project have the opportunity to, and the plan seeks to represent all stakeholders.

1.4. Key findings from each form of consultation were recorded and summarised in order to draw out the key themes and concerns raised by stakeholders.

1.5. Several documents that were produced during the different stages of consultation have been identified through this document and can be located either in the appendices at the end of this document or in the core documents.

2. The Wilmslow Neighbourhood Plan Group (WNPG)

2.1. Wilmslow Town Council first considered producing the WNP in October 2015 and called for volunteers to form a steering group. The group and the formal constitution was confirmed early in 2016 and the Wilmslow Town Clerk acted as secretary to the group.

2.2. Within the WNPG there were sub sections of volunteers that led individual topic areas. These were called working groups. The working groups are arranged according to the following themes, however, there was some overlap with multiple groups dealing with matters such as design and heritage:

- Town Centre and Commerce
- Community Leisure and Recreation
- Transport, Access, and Infrastructure
- Natural Environment
- Townscape and Heritage
- Housing.

2.3. The WNPG and each individual working group met throughout the process at meetings, individual topic discussion groups, and workshops in order to produce the WNP and its associated documents.

2.4. An application was submitted to Cheshire East in 2016, and the Neighbourhood Area was formally designated on the 22nd June 2016 (see Appendix 1).

2.5. From the outset, the WNPG has issued press releases to inform local residents of its activities and to invite contributions and thereafter to report progress. A website for the WNP was established at an early stage and was advertised widely. Throughout the preparation of the WNP, information was made available and all relevant documents were posted on the website http://www.wilmslownp.org
3. Stage 1: Engaging the Community

3.1. Stage 1 consultation was about engaging with the community to inform local residents that a Neighbourhood Plan was to be produced and to encourage people to complete a questionnaire which gave them the opportunity to have their say on the future of Wilmslow.

3.2. Prior to the commencement of the survey, the WNPG laid out a consultation strategy that has been amended and updated throughout the following processes, these details can be located as Appendix 2.

3.3. A consultation register was established listing all of the groups, societies, organisations in the town including points of contact and details of whom contact was made.

What Happened

3.4. All groups listed in the consultation register (core document 46) were contacted and informed of the intent to produce a Neighbourhood Plan. The group invited them to attend meetings and presentations.

3.5. A questionnaire ‘Have your say on the future of Wilmslow’ (Appendix 3), was drawn up in order to capture the views of the population of the town.

3.6. The questions asked which topics were most important to the individual; 3 things they liked about Wilmslow; 3 things they disliked and 3 things they would most improve in the town.

3.7. The post-paid reply questionnaire was distributed to approximately 12,500 houses in the town and was made available on the WNPG website. In addition, members of the WNPG set up stalls with display boards and leaflets advertising and offering advice about the WNPG and engaged with attendees, these events are listed below:

- The Artisan Market 18th June 2016
- Party on the Carrs 19th June 2016
- The Wilmslow Show 10th July 2016
- The Artisan Market 16th July 2016
- Styal Beer Festival 16th July 2019

Results

3.8. Approximately 1200 responses to the questionnaire were received which generated some 7800 individual comments for analysis. These comments were grouped for analysis on a topic by topic basis and placed on a spreadsheet for the individual groups of the WNPG to analyse.

3.9. Dr Anna Gilchrist, a researcher and lecturer at the University of Manchester, supported the group in analysing trends within the results and presenting the findings. Appendix 3 is an extract from one Dr Gilchrist’s presentations.

3.10. From the findings of the questionnaire, specific subject groups were formed from the original working groups. The new groups focused on the town centre, environment, transport and housing. Each individual group would focus on more specific factors, for example, the
environment group would address matters such as landscape, biodiversity etc.

3.1.1. Following the level of response from the initial survey, the Wilmslow Town Council and the WNPG employed town planning consultants Urban Imprint to assist the groups with the following stages of the WNP.

3.1.2. Urban Imprint and the WNPG worked together to produce some emerging policies in preparation for further consultation (stage 2).
4. Stage 2: Emerging Policies Consultation

4.1. The second consultation involved the publication of the Emerging Policies Document (core document 47) which outlined the aspirations and emerging planning policies prepared following information and feedback received from the stage 1 consultation and further engagement with the community.

What we did

4.2. This consultation period lasted for 14 weeks over the summer of 2017.

4.3. The document was advertised and circulated widely throughout the town. The advertisement and the document itself guided people to complete the interactive feedback form on the website or to complete and return a detachable feedback form found at the back of the Emerging Policies Document.

4.4. Once again the group used the consultation register to contact specific groups and businesses to ensure that as many groups of people had the opportunity to comment of the Emerging Policies Document.

4.5. A round of consultation presentations, attendance at public events and open events took place, including:

- The Wilmslow Show, attended on 09/07/2017
- Drop in session at United Reform Church, on 11th July 2017

Feedback

4.6. 79 people responded to the website survey generating 3946 items of data.

4.7. Five local developers wrote specific responses to the document and there was a broad response across Wilmslow from the general public.

4.8. From the feedback Urban Imprint produced a summary and recommendations report (Appendix 5).

4.9. Using the report made final amendments to the policy evolution.

Next steps

4.10. The next step was to use the feedback and the emerging policies to create the first draft of the Wilmslow Neighbourhood Plan with full policies, explanatory notes and mapping.
5. Stage 3: Regulation 14 Draft Neighbourhood Plan

5.1. Following stage 2 consultation the emerging policies were expanded to create full policies and explanatory notes, taking into account the responses and suggestions.

5.2. The draft WNP (core document 49) contained 46 policies and eight aspirations split into five themes. Supporting documents contributing to the formation of the policies included a Landscape Character Assessment specific to Wilmslow and a Shop Front Design Guide.

What we did

5.3. Stage 3 involved the Draft WNP being subjected to the formal 6 weeks consultation (in compliance with Regulation 14 of the Neighbourhood Planning (general) Regulations 2012).

5.4. The formal consultation period on the draft WNP was between 16th July and 31st August 2018. During this time the group attended:

- The Wilmslow Show on 7th July 2018
- Two public drop in sessions held on 15th and 29th August 2018.

5.5. At these events the group had a series of exhibition boards made up to showcase the WNP (Appendix 8).

5.6. A summary document of the Draft WNP (Appendix 7) along with a questionnaire (Appendix 6) was produced and distributed to every household in Wilmslow and sent to various businesses which have interests in the town.

5.7. The summary also told people how to access the website and where hard copies could be seen at the local Parish Hall and in the Town Library, where a specific display was erected for the consultation period.

5.8. A list of Statutory Consultees was obtained from Cheshire East and each were contacted in line with the regulations, as well as the previous groups, business and personal from the consultation register (as had been previously done in stages 1 and 2).

Feedback

5.9. 283 people responded through the website resulting in 161 pages of comments. 14 written submissions were made and 14 people filled out the questionnaire attached.

5.10. All of the comments received from the website and written submissions were read and sorted into the policy areas and aspirations covered by the draft plan. These were then considered by the relevant policy sub group and assessed as to whether or not a draft policy, aspiration or written text should be altered.

5.11. These responses were put into a excel spread sheet and analysed (core document 50). The planning consultants worked with the group to suggest recommendation and actions that could be effected based on the feedback.

5.12. Following the response from Cheshire East Council, a meeting was held with the neighbourhood planning officer, Tom Evans, to
discuss his comments further and take on board any alteration that may be required.

5.13. All proposed amendments were discussed at a group meeting to ensure consensus from the group.

Conclusion

5.14. The WNP has been consulted on twice, at the emerging policy stage and at the statutory regulation 14 consultation. A survey was also undertaken at the beginning of the process and many meetings between the WNPG, and interested parties have taken place to ensure everyone that wished to have an opportunity to comment has had their say.

5.15. Throughout each stage of consultation, the plan was generally well supported by the community and the majority of the local developers.

5.16. Minor amendments have been suggested at each stage of consultation, mostly regarding points of clarity. However over the course of its preparation policies and aspirations have been combined, deleted, introduced and divided to produce the final plan ready for the regulation 15 submission

5.17. Following the confirmation of final alterations to be made the final WNP is now submitted along with other supporting documents (including the Core Documents and this report as required) to Cheshire East Council.

5.18. Cheshire East Council will run a further 6 week consultation on the plan (Regulation 16).
6. Additional Documentation

The below document can be located within the Core document Library, however are specifically mentioned within this report Consultation Register:

- Emerging Policies Document with Attached Feedback form
- Draft Wilmslow Neighbourhood Plan Document for Regulation 14
- Regulation 14 consultation Responses and Recommendations

7. Appendices list

- Appendix 1: Neighbourhood Plan area designation acknowledgment and Map
- Appendix 2: Consultation Strategy
- Appendix 3: Initial Survey
- Appendix 4: Initial Survey Results Presentation
- Appendix 5: Emerging Policies Recommendations report
- Appendix 6: Regulation 14 Feedback form
- Appendix 7: Regulation 14 Consultation Summary Document
- Appendix 8: Regulation 14 Consultation Exhibition Boards
Consultation Report

9. Appendix 1: Neighbourhood plan area designation acknowledgment and map
Notice of Designation of Wilmslow Neighbourhood Area

Name of Designated Neighbourhood Area: Wilmslow Neighbourhood Area

Name of Relevant Body: Wilmslow Town Council

Consultation Period: 27.04.16 – 08.06.16

Decision:

Notice is hereby given that Cheshire East Borough Council, pursuant to a decision made on 22.06.16 by the Neighbourhood Planning Manager, has designated the neighbourhood area as applied for by Wilmslow Town Council, as the Wilmslow Neighbourhood Area pursuant to section 61G of the Town and Country Planning Act 1990. The boundary of the designated area is shown on the attached map.

Reasons for the decision:

- The application submitted is valid
- The application submitted is appropriate for the purposes of preparing a Neighbourhood Plan

Approved By:

Tom Evans, Neighbourhood Planning Manager on: 22.06.16

Designated Neighbourhood Area:

As required under The Neighbourhood Planning (General) Regulations 2012 Part 2 Regulation 7 (2), the decision document and a map of the designated area can be viewed at the following locations:

- Cheshire East Council’s neighbourhood planning web pages
- Wilmslow Town Council offices
- Cheshire East Council offices at Westfields, Middlewich Road, Sandbach

For further information please contact the Neighbourhood Planning Team on 01270 685893 or via email at neighbourhoods@cheshireeast.gov.uk
Designated Wilmslow Neighbourhood Area
Consultation Report

12. Appendix 2: Consultation strategy
Consultation Plan

1 THE NEIGHBOURHOOD PLAN

Wilmslow Town Council has decided to make use of its powers under the Localism Act 2011 to initiate production of a “neighbourhood plan” to give Wilmslow’s residents the opportunity to shape the future development of the town.

The neighbourhood plan (described legally as a ‘neighbourhood development plan’) will define general planning policies for the development and use of land in Wilmslow. Once adopted, the neighbourhood plan carries real legal weight. Decision makers will be obliged to consider proposals for development in the neighbourhood against the neighbourhood plan.

The plan will need to comply with a number of conditions to ensure it is legally compliant and that it takes account of wider policy considerations (e.g. national policy).

The conditions are:

- It must have regard to national planning policy
- It must be in general conformity with strategic policies in the development plan for the local area (i.e. such as in a core strategy)
- It must be compatible with EU obligations and human rights requirements.

An independent, qualified person will check that it appropriately meets these conditions.

Once it has been shown to be legally compliant, it will be voted on in a local referendum and if it gains the approval of a majority of voters of the neighbourhood, the local planning authority is under a legal duty to bring it into force.

The Wilmslow Neighbourhood Plan will be a powerful tool in shaping the development of Wilmslow and should therefore be based on a proper understanding of the local area and of the views, aspirations, wants and needs of local people. A robust, transparent programme of community engagement and a proportionate evidence base should help to make sure it does reflect the views of the residents.

The purpose of this document is to define how, why and when consultation will be undertaken during the Neighbourhood Plan process. It has been prepared using guidance contained within the Neighbourhood Plans Roadmap Guide produced by Locality.org.uk, a UK network of community-led organisations.

2 THE NEED FOR CONSULTATION

The Town Council will lead and co-ordinate the plan-making process with other community members and groups actively involved but it will be vital to the success of the project to engage the wider community, to gain from their knowledge and to seek their views.

Effective community engagement is vital for several reasons:

- **It is a Statutory Requirement.** Planning legislation requires consultation and engagement to take place on the Neighbourhood Plan. When it is submitted for independent examination, it will have

1 Taken from the Neighbourhood Plans Roadmap Guide
to be accompanied by a statement on community consultation to demonstrate that the legal requirements for consultation have been met.

- **Gaining Support.** Early community engagement is essential in developing consensus, avoiding misconceptions and creating confidence in the process. The possibility of a ‘no’ vote at the referendum is greatly reduced if people are aware of the plan, understand its scope and limitations and have had the opportunity to participate in its production. Good community engagement helps to create a sense of ownership by the public.

- **Understanding the Neighbourhood.** Finding out what people think and drawing on their knowledge is an important part of developing the evidence base for an area. It is impossible to write policy for a community unless there is a strong level of understanding of that community.

- **Better Outcomes.** The community knows a lot about its own place. Effective community engagement leads to more realistic and deliverable plans and policies.

- **Avoidance of Conflict, Additional Cost and Delay.** Failure to engage communities properly at an early stage is one of the main causes of conflict later in the planning process. This can lead to additional costs and delays.

- **Democratic Deficit.** The referendum is a simple ‘yes’ or ‘no’ vote on a complex document dealing with a range of issues. Properly engaging people from the beginning ensures that there is an opportunity to influence the detail of the plan, rather than just having the option to accept or reject it in its entirety. Residents will have to weigh up carefully the things in the draft plan they are happy or unhappy about in order to reach a judgement.

### 3 Engagement and Consultation Methods

#### 3.1 Stakeholder Identification

For the neighbourhood plan to be a success, it is vital that all stakeholders are identified and engaged throughout the course of the project.

The following groups of stakeholders have been identified:

<table>
<thead>
<tr>
<th>Stakeholder Group</th>
<th>Means of Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents (including children and young adults)</td>
<td>Press releases, online resources, leaflets/flyers, hardcopy questionnaires, posters/banners, events/meetings, Via local groups, dedicated workshops</td>
</tr>
<tr>
<td>Business owners</td>
<td>Leaflets/flyers, hardcopy questionnaires, Via local groups (e.g. the Wilmslow Business group)</td>
</tr>
<tr>
<td>Community groups and</td>
<td>Via local groups’ leadership</td>
</tr>
<tr>
<td>Commuters</td>
<td>Events (information gathering at public transport stops and major carparks), Leaflets/flyers (on cars at major carparks)</td>
</tr>
<tr>
<td>Residents of Neighbouring Towns and Villages (to identify non-residents’ perceptions of Wilmslow and what would draw people to the town)</td>
<td>Events (Information gathering in surrounding towns and villages, Via local groups, dedicated workshops)</td>
</tr>
<tr>
<td>Neighbouring Town and Parish</td>
<td>Events/Meetings (Via Wilmslow Town Council)</td>
</tr>
</tbody>
</table>
3.2 **CONSULTATION PHASES**

There are three general phases for engaging the stakeholders; early engagement, ongoing engagement and consultation on the draft plan.

These phases and their objectives are explained further in the following table:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Activity</th>
<th>Target Stakeholders</th>
<th>Objective</th>
<th>Indicative Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Engagement</td>
<td>Publicise the proposal to produce a Neighbourhood Plan.</td>
<td>All</td>
<td>• To gauge interest and identify volunteers</td>
<td>Already commenced</td>
</tr>
<tr>
<td></td>
<td>Identify key local partners and stakeholders</td>
<td>All</td>
<td>• To develop working arrangements and gain their involvement and support.</td>
<td>Q1 2016</td>
</tr>
<tr>
<td></td>
<td>Carry out initial community engagement programme and analysis to identify issues and themes.</td>
<td>All</td>
<td>• Open questions and activities to find out people’s likes and dislikes about the area and views on what needs to change (this will identify key issues for the plan to address). • To provide feedback on the outcome of consultation events</td>
<td>Q2/Q3 2016</td>
</tr>
<tr>
<td>Ongoing engagement</td>
<td>Undertake on-going community engagement to support the development of policy and content of plan.</td>
<td>All</td>
<td>• Community engagement events to look at more detailed matters, building on earlier engagement and feedback received on what people want to see • To provide feedback on the outcome of consultation events</td>
<td>Q4 2016 – Q2 2017</td>
</tr>
<tr>
<td>Consultation on the Draft Plan</td>
<td>Consult on the draft plan.</td>
<td>Residents</td>
<td>• To consult formally in accordance with the Neighbourhood Planning regulations. This involves publicising and consulting on the draft plan for a 6-week period. It is likely the plan will then need to be changed in light of the feedback received and then it will be submitted to the local planning authority</td>
<td>Q2/Q3 2017</td>
</tr>
</tbody>
</table>
3.3 MEANS OF ENGAGEMENT
It is advisable to use a range of engagement techniques as different people respond to different
approaches and for events a range of different locations and timings (to cater for people with diverse
working patterns) should be used. It is also vital that arrangements are made to engage hard to reach
groups such as young people, older people, minority groups or socially excluded groups, and those who
experience communication difficulties.

Consultation will be carried out using the following means:

<table>
<thead>
<tr>
<th>Method</th>
<th>Detail</th>
<th>Purpose</th>
<th>Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Increasing Awareness</td>
<td>Obtaining Input</td>
</tr>
<tr>
<td>Press releases</td>
<td>Wilmslow Guardian</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Wilmslow Today</td>
<td>✓</td>
<td>✓</td>
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<td></td>
<td>MEN Wilmslow</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online resources</td>
<td>WTC website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Wilmslow.co.uk</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Twitter</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Dedicated website?</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Online questionnaires</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Leaflets/ flyers</td>
<td>Shops</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Library</td>
<td>✓</td>
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<td></td>
<td>Handouts</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Door to door</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Hardcopy questionnaires</td>
<td>Door to door distribution</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Posters/ banners</td>
<td>Shop windows</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Notice boards</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Prominent places</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Party in the Park</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Method</td>
<td>Detail</td>
<td>Purpose</td>
<td>Phase</td>
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<td>--------------------</td>
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<tr>
<td></td>
<td></td>
<td>Increasing</td>
<td>Obtaining</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Awareness</td>
<td>Input</td>
</tr>
<tr>
<td>Events/Meetings</td>
<td>Artisan Market</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Wilmslow Show</td>
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<td>✓</td>
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<tr>
<td></td>
<td>Motor Show</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Information gathering at local schools</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Information gathering at public transport</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Information gathering in neighbouring</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>towns and villages</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Neighbouring Town and Parish Councils</td>
<td>✓</td>
<td>✓</td>
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<td></td>
<td>Cheshire East Council</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Service providers</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Via Local groups</td>
<td>See Consultation Register</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated workshops</td>
<td>Public meetings</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Placecheck</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

## 4 Consultation Statement

When submitting the neighbourhood plan to the local planning authority, the legislation requires that a number of other documents are submitted with it. One of these is a “consultation statement”. The consultation statement must contain:

- Details of who was consulted on the proposed neighbourhood plan (including any of the consultation bodies)
- An explanation of how they were consulted
• A summary of the main issues and concerns raised through consultation

• A description of how these issues were considered, and where relevant, addressed in the neighbourhood plan proposal.

The consultation statement should include and summarise all the statutory (i.e. the pre-submission publicity and consultation period) and non-statutory consultation that has taken place with the community, organisations and other relevant bodies to develop your plan.

It is therefore essential that comprehensive records of the consultation carried out in support of the neighbourhood plan are maintained.

There is no fixed format for the Consultation Statement but guidance is provided within the Royal Town Planning Institute’s guidance document “How to write a consultation statement“.
Consultation Report

13. Appendix 3: Initial survey
1. What 3 topics are most important to you? Please order 1-3 (1 being the most important)
   - Housing
   - Natural Environment
   - Employment
   - Health Services
   - Transport
   - Education
   - Leisure
   - Town Centre

2. What 3 things do you like about Wilmslow?

3. What 3 things do you dislike about Wilmslow?

4. What 3 things would you improve about Wilmslow?

5. About you:
   - Resident
   - Business
   - Other
   - Postcode

If you would prefer to reply online, visit our website www.________________________
Or return to the Freepost address by 31st July 2016
Consultation Report

16. Appendix 4: Initial survey results presentation
Data Presentation

• The following slides summarise and illustrate the response to the questionnaire survey carried out among the residents and businesses of Wilmslow for the purpose of preparing a neighbourhood plan.

• The data are in a raw state, analysis is underway and will be presented later.

• From the analysis of these data draft objectives and policies will be prepared. These will be tested through public consultation before including in a draft plan.
Questionnaire Responses

- 12,000 Issued
- 1,200 responses
- 8000 lines of comment
- 69% by hand or post
- 31% on-line

Breakdown of Responses

1098 returned

- 73% - Wilmslow Residents
- 4% - Wilmslow Business’
- 23% - Other
Responses by postcode

1200 returned

• 62% - SK9 postcode
• 3%  - Some other postcode
• 35% - none

Responses by postcode

• 26% - SK9 2 Area - Wilmslow
• 22% - SK9 5 Area - Wilmslow
• 22% - SK9 6 Area - Wilmslow
• 10% - SK9 1 Area - Wilmslow
• 8%   - SK9 4 Area - Wilmslow
• 10% - Handforth, Aldery Edge & Styal
Response Ratio
SK9 1 : 1 per 14 dwellings
SK9 2 : 1 per 22 Dwellings
SK9 4 : 1 per 23 dwellings
SK9 5 : 1 per 15 dwellings
SK9 6 : 1 per 15 dwellings

Question 1
What topics are most important to you?

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Question 1
What topics are most important to you?

- Town Centre
- Health Services
- Natural Environment
- Education
- Housing
- Transport
- Leisure
- Employment

Question 2, 3 & 4
What 3 things do you Like, Dislike and would improve?

- This generated 7800 free hand text responses
- Grouped into 10 categories
  (8 from question 1 plus two new: Community, AN Other)
- Some responses covered multiple categories
- This created 8900 comments fitting into the 10 categories
Question 2
What 3 things do you **LIKE** about Wilmslow?

Question 3
What 3 things do you **DISLIKE** about Wilmslow?
Question 4
What 3 things do you **IMPROVE** about Wilmslow?
Consultation Report

Wilmslow Emerging Policies Recommendation Report

Wilmslow Neighbourhood Plan

October 2017
<table>
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1. Introduction

1.1. The purpose of this document is to inform the Neighbourhood Plan Steering Group on the content of feedback received during consultation on the Emerging Policy Report (EPR), which took place in Summer/Autumn 2017, to advise the group on how to respond to the feedback received and recommend how the feedback should be taken into account when preparing the first draft of the Neighbourhood Plan itself.

1.2. The responses have been collated by the Town Council. In this report Urban Imprint have provided an overview of the feedback, highlighting key issues raised by the community and suggesting recommendations to be considered when formulating the first draft of the Neighbourhood Plan and its full planning policies.

1.3. We recommend that the Steering Group use this document in conjunction with the full responses received from residents, stakeholders and developers. Comments from local land owners have been considered however, further detail is again provided within their full written representations and we recommend that groups take some time to read them in full.

1.4. This report will focus on dealing with each of the sections in the EPR from the Vision and Objectives to the Aspirations and Policies. Each is analysed according to three sections:

- **Key Issues:** this section highlights the key issues raised regarding the Vision, Objectives and each Policy and Aspiration;
- **Recommendations:** this section details suggestions to be considered for the next stage of the Neighbourhood Planning process.

1.5. Overall, this analysis highlighted that, despite some comments suggesting amendments to particular outline policies, the EPR received overwhelming support. This is encouraging moving forward for the following stage of the Neighbourhood Plan where the suggested policies along with Urban Imprint’s recommendations (formulated from the comments received from the community) will be used to prepare planning policies for the Wilmslow Neighbourhood Plan.

1.6. Following this report, Urban Imprint will run a workshop with the Steering Group to support them in devising full planning policies and the first draft of the Neighbourhood Plan. This workshop is due to take place on the 30th October 2017.

1.7. The Steering Group will submit the first draft of the Neighbourhood Plan to Urban Imprint who will then undertake a critical friend review of the document and its policies. Following this a final first draft of the Neighbourhood Plan will be prepared and formal consultation with the community will be carried out (regulation 14 consultation) before the document and associated evidence base documents are submitted to Cheshire East Council to be taken through the final stages of regulation 16 consultation, Examination and finally a Public Referendum.
2. Vision and Objectives

Vision

2.1. Broad Conclusions

- The response to the Vision was particularly positive from those who filled out the survey online with over 60% supporting it. At the events support was much lower at only a little over 10%, however, at these events no one stated that they did not support the Vision.

2.2. Key Issues

- Some requests for the Vision to have more of a focus on sustaining the town’s small scale character.

- Requests for the Vision to contain more of an emphasis on the natural environment.

- Rewording suggested by Transition Wilmslow: “To sustain and enhance a healthy and active dynamic community within Wilmslow which protects its special built and natural character and which promotes a people friendly and green environment with an increasingly attractive, interesting and thriving Town Centre.”

- Comments requesting that something is inserted to specifically outline an ambition to promote health and wellbeing and meet the needs of those with special needs.

2.3. Recommendations

- Overall, any changes to the Vision should be minor following the comments received. The majority of those who responded supported the Vision.

- Some rewordings suggested about seeking to add in more of an emphasis on the natural environment, the town’s character and health and wellbeing.

Objectives

Transport, Access and Infrastructure Objective

2.4. Broad Conclusions

- There was very strong support for this objective, although some respondents suggested that there were changes that could be made.

- Less than 1.0% of the respondents objected to the objective.

2.5. Key Issues

- Issues of conflict between cars, bicycles and pedestrians was highlighted on a number of occasions.

- Polarised views – some saying that the objective does insufficient for car users, others suggest more needed to be done for public transport.
• Many comments of the need to improve public transport and that the objective was week in that regard.

• Many comments related to the issues of car parking in the Town Centre.

• Some comments stated that the objective did not focus on car users and their needs.

• Pavements came up on a number of occasions thinking about access for different groups including those with prams / pushchairs and the elderly and disabled.

• Some comments wished to resist any ‘shared surface’ schemes.

2.6. Recommendations

• Further emphasis within the objective on matters of access for all and differently abled – disabled, elderly, mothers with prams etc.

• Explore a slight rewording of the objective to strengthen the commitment to public transport.

• Whilst many comments related to focusing the objective on car users we do not recommend that you do this overtly – you may wish to focus on all ‘modes’ which would include the car.

Natural Environment Objective

2.7. Broad Conclusions

• There was very strong support for this objective.

• Fewer than 10% of respondents did not support the objective or felt that changes were needed.

2.8. Key Issues

• Comments included improving access to the natural environment from the Town Centre.

• Some comments made reference to the importance of cycling routes for enjoying the natural environment.

• There were strong views towards the importance of promoting green infrastructure in the town.

2.9. Recommendations

• The comments regarding cycling are covered elsewhere in the document, the Steering Group should discuss whether they wish to include mention of this within the objective.
EPR Recommendation Report

**Housing Objective**

2.10. Broad Conclusions

- This objective received more objection than any other within the Neighbourhood Plan, 'Do not support' almost outweighing the support.
- There was a large number of respondents who suggested the objective needed to be changed.

2.11. Key Issues

- Lots of concern about the number of new homes on greenfield site, or in objection to Green Belt release [N.B – The Neighbourhood Plan is not doing this and this is an objection against the adopted Local Plan which may have skewed the feedback].
- Comments received about making the objective more ‘Wilmslow’ based as local needs is too broad.
- Some comments stated that objective on preserving the green character and the countryside.
- Some comments that local character and design ought to be included.
- Desire for more reference to providing affordable and social housing.
- Many commented that housing needed to consider impacts on traffic, roads, schools and other infrastructure.
- Some questioned the focus on family homes (although this is not mentioned in the objective).

2.12. Recommendations

- The objective may benefit from specific reference to ‘affordable housing’.
- Perhaps the objective needs to reference new housing being supported by appropriate infrastructure and facilities.
- Should include some reference to high quality design that is responsive to local (green) character.

**Business Objective**

2.13. Broad Conclusions

- There was support for this objective with 54 people supporting it. However, 18 of those who responded were in support of the objective subject to changes and 7 were not in support.
- People raised issues which may be more appropriately dealt with via specific policies in the Town Centre section. Some of these include, office vacancies, support of start-up firms, independent businesses and parking.

2.14. Key Issues

- People raised issues which may be more appropriately dealt with via specific policies in the Town Centre section. Some of these include, office vacancies, support of start-up firms, independent businesses and parking.
EPR Recommendation Report

2.15. Recommendations

- Some additions to the policy might make it better able to encompass what the policies of the Neighbourhood Plan are seeking to achieve. For example, requests have been made for the objective to mention elements such as strong support for local independent businesses, start-ups and a focus on new technologies.

- Reference to improving the town and promoting it as an attractive place to work may also be considered.

Community, Leisure and Recreation Objective

2.16. Broad Conclusions

- There was strong support for this objective.

- Few people did not support the objective and less than 10% of respondents felt that there should be changes made to it.

2.17. Key Issues

- Numerous comments mentioned the lack of a cinema in Wilmslow and that they would like to have one.

- Several comments spoke about steering the Town Centre away from its coffee shop/restaurant dominance.

- The quality of the leisure centre is an issue that several respondents brought up.

2.18. Recommendations

- Could include mention of a cinema within aspiration A9.

- Link the comments for improvements to the leisure centre to policy CR2

Town Centre Objective

2.19. Broad Conclusions

- A good number of people supported this objective, it was the most supported objective at the community events (29) and was supported by 38 people via the online survey.

- However, 19 of those who responded requested changes to be made.

- A number of comments on the objective have been included in the relevant Town Centre policies where they are considered to be more relevant.

2.20. Key Issues

- Quite a few comments involved questions over the terms used in this objective. In particular the terms ‘destination space’, and ‘sustainable modes’ were queried.

- To amend the language to be clearer from a ‘plain English perspective’.

2.21. Recommendation

- To amend the language to be clearer from a ‘plain English perspective’.
EPR Recommendation Report

Healthy Communities Objective

2.22. Broad Conclusions

- There was a very positive response for this objective.
- Less than 5% of respondents felt the objective needed changes to it or did not support it.

2.23. Key Issues

- Many comments referred to the aging population in Wilmslow and that this should be emphasised within the objective or the policies of the Plan.
- Health issues should also include mental health, not just physical.
- There were suggestions to prioritise pedestrian and cycling over other means of transportation in order to promote healthier living.
- A comment suggested that good air quality should also be promoted.
- Include creation of safe environments for walking and cycling.

2.24. Recommendations

- Include mental health within the objective wording or make clearer within the policies of the Plan that mental health issues are just as important considerations as physical health issues.
- Include consideration of air quality within the relevant policies of the Plan.

Heritage Assets Objective

2.25. Broad Conclusions

- This objective received the highest amount of respondents in this category with 54 agreeing that they support the objective, only one suggesting changes and four expressing their disagreement with the objective.

2.26. Key Issues

- The need for a Heritage Centre and Museum in Wilmslow.
- Lack of local listing, CEC still have not accepted the Parish Council’s local heritage list which has had an impact on the number of listed buildings in Wilmslow.
- Protection of Hawthorn Lane Conservation Area, Vardon Bridge.
- Loss of Romany’s Caravan

2.27. Recommendations

- The lack of a comprehensive local heritage list needs to be addressed and has not only been mentioned in the feedback for this particular objective, but throughout the EPR feedback document. Also highlighted are Vardon Bridge and Hawthorn Lane Conservation Area which should also be included in the important heritage assets, however, this should not be dealt here as this is an Objective. These comments should be addressed in the townscape and heritage policies TH6 Historic Landscapes or TH7 Local List.
3. Town Centre and Commerce Policies and Aspirations

Aspiration A1 - Cultural Activities

3.1. Broad Conclusions

- This aspiration was the most strongly supported aspiration amongst those who completed the online survey. Overall, (the online survey and the events combined) 68 people stated that they were in support of it.

3.2. Key Issues

- A lot of comments related to encouraging a market in the Town. Altrincham Market was cited on numerous occasions as a good example of what could be achieved.
- Some comments were submitted relating to supporting pop-up activities and markets.

3.3. Recommendations

- This aspiration was strongly supported and so any changes in its aim should be limited. It might be worth providing a greater level of detail regarding the specific aims relating to markets and other activities. Perhaps some reference to best practice or good examples elsewhere.

Aspiration A2 - Support Links to the Town Centre

3.4. Broad Conclusions

- This aspiration was supported by the majority (49) of those who responded however, 7 of those who responded did not support it and another 7 supported with changes.

3.5. Key Issues

- Questions regarding what this aspiration was in reference too. A mix of those who simply did not understand it and other who felt it was too jargon based.
- Recommendations to link this aspiration into the green infrastructure elements of the Neighbourhood Plan.
- Some felt the aspiration needed to be more specific to the ways in which connectivity was to be improved i.e. via what modes.
- Requests for specific reference to improved links between Wilmslow and Knutsford.

3.6. Recommendations

- Recommend that the aspiration in the next draft document is very specific about what connections (and modes if relevant) it wants to improve.
- Rewording to avoid the term local attractors.
- Linking this aspiration into other aspirations and policies which focus on green infrastructure.
Aspiration A3 – Retail Servicing

3.7. Broad Conclusions

- The majority of respondents supported this aspiration although it was one of the least answered aspects of the survey with only 32 stating they supported it, 7 not supporting it and 6 supporting with changes.

3.8. Key Issues

- Few comments were made on this aspiration however, over 50% of comments made were asking for clarification on what a servicing management plan is.

3.9. Recommendations

- Ensuring that the final aspiration is very clear in what it is seeking and defines what a servicing management plan is.

- Further clarity, in line with TC8, regarding how this will benefit the Town and those who trade, visit and live there.

Aspiration A4 - Public Realm Strategy

3.10. Broad Conclusions

- The majority of those who completed the survey stated that they were in support of this aspiration 48 in total.

3.11. Key Issues

- Some confusion as to the term ‘public realm’ and how it can support elements such as markets and Town Centre events.

- Requests for this aspiration to be closely linked with work and policies on green infrastructure to ensure such assets are encouraged within the Town.

- Some objections to pedestrianisation/shared surfaces as part of any scheme.

- Some confusion as to what the purpose of a ‘Public Realm Strategy’ was and the need for one.

- Specific request to add in reference to promoting cycling and access for all into the design of the public realm.

3.12. Recommendations

- Once written up at the next stage this aspiration should include greater detail on what the purpose of the ‘Public Realm Strategy’ is and why it is needed.

- Certainly this should be linked to policies and aspirations relating to green infrastructure and perhaps more reference to ‘greening the Town Centre’ via the public realm strategy. This might be solved by combining aspirations A4 and A5.

- Add in reference to key users which will be considered via the ‘Public Realm Strategy’.
EPR Recommendation Report

Aspiration A5 - Greening the Town Centre

3.13. Broad Conclusions

- This aspiration received strong support from respondents, 68 votes in total. Only three people supported subject to changes.

3.14. Key Issues

- Support for native species to be specified within this aspiration.
- A number of people stated that key trees should be retained and protected in the Town Centre.
- Suggestions to include reference to ‘green walkways, green nodes at anchor points’ and again a link to the policies on green infrastructure.
- A suggestion that the aspiration could focus on key parts of the Town such as Barclays crossroads, Green Lane/Park Lane Junction and the Junction of Swan Street/Grove Street and Church Road.
- The approach should be consistent across the town.
- Include the important of catering for the elderly, disabled and those with special needs.
- Include reference to schemes being sustainable and long term.

3.15. Recommendations

- The above comments all make sensible suggestions and can be incorporated into the aspiration.
- This aspiration could therefore include reference to:
  - Native species
  - Access for all
  - Sustainability
  - Key locations for a ‘green focus’
  - A consistent approach
- Links to green infrastructure aspirations and policies in the Neighbourhood Plan.

Aspiration A6 – Tourism Strategy

3.16. Broad Conclusions

- This aspiration received a mixed response. The online results were very positive with the majority of people giving their support for the aspiration. However, at the events 50% of people did not support the policy, while the other 50% did. This represented 18 respondents in all, whilst 36 voted in favour of the aspiration via the online survey.

3.17. Key Issues

- A number of respondents felt that tourism was not relevant to or appropriate for Wilmslow.
- A request for more details in order to understand just what the Tourism Strategy will involve.
A statement that visitors and tourists should be approached differently as they have different needs. In other words how are we defining Tourism and who is the Strategy aimed at?

Is there a need for a tourist/heritage hub to promote and inform?

A number of requests sought the reinstallation of the Romany Caravan.

3.18. Recommendations

Recommended that more details are provided when this aspiration is written up to address the following factors/questions:

- Is there a difference between visitors and tourists?
- Is there a need for a tourism hub/centre?
- Details of what the strategy will aim to achieve.

Policy TC1 - Businesses

3.19. Broad Conclusions

This policy was overall supported by respondents. However, 27 of the 86 which responded (online and at events) either did not support of only supported the aspiration with changes.

3.20. Key Issues

A big emphasis within responses related to ensuring sufficient parking for any new or expanded businesses in the Town Centre. Some are against any business development due to a lack of infrastructure and parking facilities.

Lots of comments stated that there are empty office units and therefore no need to provide any additional.

A real desire to see independent businesses supported and encouraged.

Recognition of the role which office workers themselves play in supporting the Town Centre shops and businesses.

Support for conversion of offices to residential use within the Town Centre.

3.21. Recommendations

Provide specific reference to the types of businesses that are being encouraged in the Town Centre and the type of activity you are wishing to encourage.

A focus on how the Neighbourhood Plan might encourage independent businesses – either in this policy or elsewhere in the Neighbourhood Plan.

You might want to discuss to what extent the Neighbourhood Plan will support or encourage conversion of office units to residential or other uses within the Town Centre.
EPR Recommendation Report

Policy TC2 – Retail

3.22. Broad Conclusions

- There was strong support for this policy.
- Around 13% of respondents felt that changes were needed and around 5% did not support it.

3.23. Key Issues

- Wilmslow needs a diverse range of shops, including independent ones to develop its own distinct character.
- Working with local businesses is key to maintaining a strong economy in the town.
- Too many coffee shops and restaurants.

3.24. Recommendations

- This policy could include a preference for the type of new retail units that the Plan would support in order to encourage these types and dissuade the types which are undesired by residents.
- Emphasise the importance of the existing large retail units in the town and show support for those developments which would improve the function of these.

Policy TC3 – Visitor Facilitation

3.25. Broad Conclusions

- The website response for this policy showed good support for the policy, however around 30% did not support it and 5% felt that changes were needed.
- At the event, there were nearly double the number of people who did not support the policy then there were who supported it (14 against 8 respectively).

3.26. Key Issues

- Wilmslow needs better ease of access throughout the Town to promote its tourism.
- Some development in the town could help promote tourism.
- Several respondents were unclear of the meaning/purpose of this policy.

3.27. Recommendations

- Further research could be undertaken in this area to ascertain what tourism aspects local residents most opposed and how to tackle its promotion in a sensitive way.
EPR Recommendation Report

Policy TC4 – Night Time Economy

3.28. Broad Conclusions

- Strong support was shown in the website response with around 80% in support of it.
- The event highlighted one of the highest response for ‘do not support’ for this policy (17 people) yet the majority of people at the event showed support for it (26).

3.29. Key Issues

- Too many bars and restaurants.
- Overwhelming numbers of residents desired a cinema.
- Some comments requested more activities for young people in the town.

3.30. Recommendations

- Emphasise the desire for a cinema in the town and that the plan would support the development of one.
- There have been an abundance of comments on this policy and on others throughout the consultation on there being too many bars and restaurants, therefore the Plan should refrain from promoting further ones.

Policy TC5 – Strategic Areas

3.31. Broad Conclusions

- There was full support for this policy at the event.
- On the website there was broad support for the policy, however around 30% of respondents felt that changes were needed or that they did not support the policy.

3.32. Key Issues

- There was some opposition to developing on car parks in the town, with residents claiming there was already a problem with parking.
- Green Lane and Parsonage Green were labelled ugly or unattractive areas of the town.

3.33. Recommendations

- Promoting development in TC5d – existing large grade car parks – needs to be considered carefully as there was notable opposition to building over car parks in general.
Policy TC6 – New Public Realm Developments

3.34. Broad Conclusions

- This policy was strongly supported, both in the website and event responses.

3.35. Key Issues

- Good support but many residents felt the wording was complicated or did not understand.

3.36. Recommendations

- Make it clear within the policy/explanatory/Glossary what terms in this policy refer to / use more understandable wording.

Policy TC7 – Retail Centres

3.37. Broad Conclusions

- This policy suggestion was widely supported by the community with 52 respondents backing the policy. Of the 52, 6 responses suggested it needed some changes whilst only 2 did not show support.

3.38. Key Issues

- Some comments suggested ‘Summerfield’ be included in the list of retail centres.

- Improved parking for shops along Chapel Lane where pavement parking has become a serious issue.

- Many comments revealed that there is a worry that out of town retail has had a detrimental effect on retail within the Town Centre.

- Ensure footpaths connecting Town Centre and the out of town retail centres is suitable for people with disabilities.

3.39. Recommendations

- Consider including Summerfield in this list of retail centres.

- Think about prioritising the Town Centre over other retail centres yet ensure that the other retail centres are considered.

Policy TC8 – Servicing

3.40. Broad Conclusions

- Strong support with this policy as 41 respondents agreed that this did not need any changes.

- However, 5 people have suggested minor amendments whereas 2 respondents revealed that they do not support policy TC8.

3.41. Key Issues

- General agreement that the Town Centre needs to be improved and not convinced the policy is strong enough to address this issue.

- Out of town retail taking custom out of Town Centre.

- Grove Avenue needs to have improvements.
EPR Recommendation Report

- A few comments suggest that some respondents do not understand this policy.
- Improved access to shops.

3.42. Recommendation

- As with policy TC7, keep the focus within the Town Centre, but ensure consideration is made other retail centres in Wilmslow.

Policy TC9 – Pedestrian Movement

3.43. Broad Conclusions

- 29 respondents showed support of this policy whereas 11 showed that they do not support TC9. 13 respondents have suggested that some amendments could be made.

3.44. Key Issues

- A key comment that many respondents specified is that they do not want a repeat of Poynton where there is a lack of differentiation which slows through vehicles through the town—causing further congestion.

- Improve access to Town Centre.

- Do not prioritise pedestrianisation around banks.

- Possibility of creating shared surfaces on Alderley and Manchester Road.

- Include green infrastructure and cycle facilities (lanes and storage).

- Worried that it may exacerbate traffic congestion.

3.45. Recommendations

- Carefully consider the prioritisation of pedestrian movement in the plan, it needs to be promoted yet not restrict other forms of transport too detrimentally.

- Consider constructing a transport 'hierarchy' which lists all forms of transport but in order of how important each of them is.
4. Natural Environment Policies and Aspirations

Policy NE1 - Countryside Character

4.1. Broad Conclusions

- The majority of respondents were in support of this policy.
- Only about 5% of respondents did not support it or wished changes.

4.2. Key Issues

- Some respondents seemed unclear what the area of Wilmslow included - i.e. did it refer to just the town or the whole parish. This was notably apparent when it came to matters of the countryside and the misconception that the term ‘countryside’ should also refer to areas of green space within the town itself.
- Concern was made by several respondents about dangers to the loss of countryside and Green Belt land around Wilmslow.

4.3. Recommendations

- Make it clear within the explanatory of the policy what ‘countryside’ refers to.
- When using ‘Wilmslow’ in the Plan, be clear what it refers to – the town or the whole parish.
- Include protection of countryside assets within the policy, discouraging development outside of the settlement boundary and promoting those developments which seek to provide improvements to the countryside.

Policy NE2 - River Valley Landscapes

4.4. Broad Conclusions

- Almost universal support was given for this policy.
- Less than 5% of respondents did not support this policy or wanted changes to it.

4.5. Key Issues

- Further to the same issue in policy NE1, there was a lack of clarity for some respondents on what ‘countryside’ referred to when used in this policy.
- There was general agreement that protection of River Valley Landscapes is an important pursuit.
- Suggestions were made to work with the National Trust on their work in the Bollin Valley.

4.6. Recommendations

- As with other policies in this section, a clearer distinction needs to be made between what the ‘countryside’ refers to – suggest include a definition in the Glossary of the plan or making it clear in the explanatory of the relevant policies.
- Converse with the National Trust on the work that they are doing to ‘green’ the Bollin Valley. Show support in the policy/explanatory for this work and any continued work associated with the improvements to the Bollin and other river valley locations.
Policy NE3 - Green Links

4.7. Broad Conclusions

- There was strong support for this policy.
- Less than 5% of respondents did not support or felt that changes should be made.

4.8. Key Issues

- Clarity is needed on what ‘existing green links’ are or refer to.
- There were some non-planning comments made on the appearance of Lindow – that it was untidy and needed maintenance.
- A comment was made that this policy is strongly linked with NE4 and should be considered together.

4.9. Recommendations

- Include further explanation within the Plan to clarify what existing green links there are in Wilmslow.
- Consider the wording of this policy closely so that it is clear what it aims to achieve and is distinctive from policy NE4. Alternatively, consider combining the policies.

Policy NE4 - Countryside Access

4.10. Broad Conclusions

- The majority of respondents supported this policy.
- Around 10% of people felt that changes should be made to the policy.

4.11. Key Issues

- Several comments were made that bridleways/consideration for horse riders should be included within this policy.
- Some comments were concerned that cycleways should not be the sole focus in terms of mode of transport to access the countryside.

4.12. Recommendations

- Include bridleways within this policy.
- Take a balanced approach to considering all forms of sustainable transport within the Plan.
- Use the words ‘access for all’ within the policy to not exclude disabled people.
- The National Trust made a comment relating to the work that they had been undertaking with Cheshire East Council that sought to consider a landscape scale approach to planning through a wider understanding of ‘Spirit of Place’. They suggest that 6 key recommendations of their work could be acknowledged in the emerging Neighbourhood Plan (see National Trust comments for further info).
Policy NE5 - Biodiversity

4.13. Broad Conclusions

- There was strong support for this policy.
- Around 5% of respondents felt that alterations were needed with this policy.

4.14. Key Issues

- It was felt by some residents that the policy should also promote the biodiversity assets of the town and surrounding area.
- A suggestion was made that a ‘Wilmslow Fund’ could be set up where people could support ‘greening’ of the town.
- There are a number of groups in Wilmslow (e.g. Wilmslow in Bloom, Incredible Edible, Transition Wilmslow, Women’s Institute) who do work related to that in the policy.

4.15. Recommendations

- Include promotion of biodiversity assets of Wilmslow within the wording of the policy.
- Consider an aspiration for a “Greening Fund” to be set up in the town that encouraged people to donate to the cause of improving its green assets.
- Could include an aspiration to support the work of the aforementioned groups in Wilmslow who are actively promoting conservation etc.

Policy NE6 - Climate Resilience

4.16. Broad Conclusions

- There was general support for this policy.
- A notable amount of respondents (roughly 15%).

4.17. Key Issues

- A request was made to make this policy strongly worded due to the importance of the subject.
- Climate resilience should run with all policies of the Plan.
- Promotion is needed for Green energy schemes.
- Some comments mentioned the cross-cutting nature of climate change with other policies within the Plan and that it should run throughout them.
- Ensure that the policy (indeed, all those within the Plan) is in conformity with Local and National policy guidance.

4.18. Recommendations

- Apply climate resilience to a wider scope of the Plan and its policies.
- Possibly include support for green energy/technologies within the policy.
- Cross-cut this policy with the rest in the Plan - the principles of this policy should also run through the other policies.
Policy NE7 - Green Infrastructure

4.19. Broad Conclusions

- There was almost universal support for this policy with no objections to it.
- About 10% of respondents supported but with changes.

4.20. Key Issues

- Include use of native planting as a requirement for new green infrastructure.
- A number of comments wanted consideration given to the existing green infrastructure.
- A comment was made that the Plan should discourage putting hard surfaces over green infrastructure in the town.
- There was opposition to using hard surfaces over soft ones in the town, i.e. using brick walls and fencing over hedges etc.
- Some comments felt that the Town Centre should be made more green.

- Comments were made of the similar nature of issues that this policy addresses to other policies in this section, notably NE4, NE5, and NE6.

4.21. Recommendations

- Ensure the policy address the existing green infrastructure as well as new.
- Encourage the use of vegetation for boundary treatments over walls and fencing.
- Ensure that this policy addresses a clearly distinct issues from policies NE4, NE5, and NE6.
5. Community, Leisure and Recreation Policies and Aspirations

**Aspiration A7 - The Carrs**

5.1. Broad Conclusions

- There was resounding support for this aspiration.
- Less than 5% of respondents did not support the idea of changes being made.

5.2. Key Issues

- There was a general feeling that The Carrs is already OK how it current is and that change should be minimal.
- There was a desire for the skate board park to be improved.
- Concern was raised that over-doing improvements to The Carrs might alter the current character of it.

5.3. Recommendations

- Include support for skate park improvements within the aspiration.
- Make it clear within the aspiration that enhancement of amenities within the Carrs should not alter its existing character.

**Aspiration A8 - Linking up Wilmslow**

5.4. Broad Conclusions

- Strong support for this aspiration.
- Around 10% of respondents wished for changes to be made or did not support it.

5.5. Key Issues

- Comments were made that bridleways had been excluded from the links in the town.
- Several respondents felt that the priority should be to improve the existing paths/links over creating new ones.
- Adlington Road was mentioned as a particular dangerous area for pedestrians.

5.6. Recommendations

- Include reference to bridleways within this aspiration.
- Potentially create a list of identified problematic paths in Wilmslow which should be prioritise for future improvements.
EPR Recommendation Report

Aspiration A9 - An Arts Facility for Wilmslow

5.7. Broad Conclusions

- The majority of respondents showed support for this aspiration.
- Nearly 20% of residents chose not to support this aspiration or felt that changes were needed.

5.8. Key Issues

- A performance space for music was also suggested.
- There was mixed views on this aspiration, some felt that it was a good idea, others felt that money would just be wasted on it or that a new large building in the Town Centre would not be appropriate.

5.9. Recommendations

- Ensure that this aspiration is sensitively worded to reflect appropriate sizes of new facilities.
- Specific car parking for the leisure centre was suggested (i.e. not sharing it with the Town Centre).
- Comments were made about the importance of the public houses in the town.
- The 3 parks in Wilmslow are viewed as important community facilities in the Town.
- Some respondents liked the idea of outdoor gyms, indeed there was a general feel that gyms were lacking in the town.

5.12. Recommendations

- Make reference to public houses within the policies of the plan i.e. their importance to the town and how new developments should not negatively impact on these.
- Identify a list of the key services and facilities in the town which the Plan could help protect through the policies.
- Include within the policy ‘meeting local needs’ for the expansion of existing and delivery of new facilities.
- Could promote the development of gym facilities in the town within this policy, such as an outdoor gym at one of the parks. Further to this comment, a list of ‘desired facilities’ could be created that the plan would support those developments who would make contributions to.

Policy CR1 - Community Facilities

5.10. Broad Conclusions

- Very strong support for this policy.
- Less than 5% of respondents felt there was a need for changing the policy or that they did not support the policy.

5.11. Key Issues:
EPR Recommendation Report

Policy CR2 - Leisure Facilities

5.13. Broad Conclusions
- Very strong support for this policy
- Less than 5% of respondents felt there was a need for changing the policy or that they did not support the policy

5.14. Key Issues
- Make reference to parks and play areas when talking about public spaces
- A number of residents voiced their concerns about the Lidl development and the loss of the gym

5.15. Recommendations
- Could include within the policy that the Plan would be against the use of leisure facility buildings non-leisure purposes
- Include reference to parks and play areas when addressing the topic of public spaces.

Policy CR3 - Local Green Spaces

5.16. Broad Conclusions
- Very strong support for this policy
- Less than 5% of respondents felt there was a need for changing the policy or that they did not support the policy

5.17. Key Issues
- Comments were made how green spaces link to climate resilience of the town and that this is another reason for the importance of protecting them throughout the town
- The following areas were requested to be allocated as local green spaces:
  - Carnival Field
  - Rectory Fields

5.18. Recommendations
- Establish a list of Local Green Spaces, from feedback from residents, the following have been identified as possibilities:
  - Carnival Field
  - Rectory Fields
  - Romany Memorial Garden
  - Lindow Moss
Policy CR4 - Playing Fields

5.19. Broad Conclusions

- Very strong support for this policy
- Less than 5% of respondents felt there was a need for changing the policy or that they did not support the policy

5.20. Key Issues:

- Make school facilities open to the public during non-school use times of the day
- Greater consideration is needed to the parking and public safety outside of schools, although this is a deviation from the purpose of the policy

5.21. Recommendations:

- Show support in the Plan for the multiple use of school playing facilities beyond that of the for the schools themselves
6. Townscape and Heritage Policies and Aspirations

**Aspiration A10 - Wilmslow Shop Front Design Guide**

6.1. Broad Conclusions

- Of the entire Townscape and Heritage section this aspiration received the most amount of respondents which did not express their support (6);

- However, 35 did show their support with only three requiring some minor amendments.

6.2. Key issues:

- Grove Street is an eyesore and needs to be addressed [planning disaster];

- ‘Lay critique’ delivers poor results;

- Need to provide a clearer definition so developers cannot ignore this aspiration;

- The need to provide a variety of shop fronts (another reference to the Knutsford character).

6.3. Recommendations

- Comments suggested the area around Grove Street needs to be addressed as it is in poor condition.

**Aspiration A11 - Sharing our Heritage**

6.4. Broad Conclusions

- Out of 45 respondents, only four expressed that they did not support this aspiration and one suggesting changes.

6.5. Key Issues

- Provision of a Heritage Centre

6.6. Recommendations

- This aspiration received positive support, and there were are no written suggestions that could be addressed by this particular aspiration. The provision of a heritage centre could be addressed by an additional aspiration or combined as part of another policy.

**Policy TH1 - Residential Design**

6.7. Broad Conclusions

- Relatively strong response in support of this policy with 37 respondents agreeing and only 2 that do not support the suggested policy;

- 8 people however, do expect some minor changes;

6.8. Key Issues

- Provide criteria that aligns with local and national policy.

- Not be prescriptive. General worry that too much criteria could stifle development and deter developers.
EPR Recommendation Report

- Comments from HOW, Tesni Ltd also agree on the above point
- Need for this considering there is a design guide from CEC, Wilmslow and Fulshaw & Punshall

6.9. Recommendations
- Carefully assess the criteria set out in Residential Design as to not deter developers. Additionally align with guidance from CEC however also need to include a Wilmslow specific layer to design criteria.

Policy TH2 - Design for Other Uses

6.10. Broad Conclusions:
- 37 respondents were in support of this suggested policy with only 2 not in support;
- However, 7 were in support but recommended some minor changes;

6.11. Key Issues:
- Add ‘sustainable buildings’ and ‘concretisation of green spaces’ into the wording;
- Design Guide will likely deter future housing and business
- This policy will likely have a detrimental effect on first time buyers and the affordable housing stock;
- General worry of repetition with CEC Local Plan

6.12. Recommendations:
- Include some additional wording i.e sustainable buildings, local procurement of materials. Be sure to align with CEC but add a Wilmslow specific layer as to not repeat what has already been said.

Policy TH3 - Shop Frontages and Services

6.13. Broad Conclusions:
- 35 of the responses indicated that they were in support of the suggested policy
- 3 people did not support the suggestion however, 7 agreed that the policy was sound but needed some changes

6.14. Key Issues:
- The need to provide a variety of shop fronts and regenerate tired facades, especially those around the Tesco Express (follow Knutsford example);
- Suggestion of removing security grills completely or placed behind window panes for added effect;
- Policy should implement a notion of shop owners expected to clean outside the front of their premises;
- Signage for accessibility
- Suggested wording Remove ‘a’ from before criteria
- Design Guide will deter housing and businesses
EPR Recommendation Report

- Don’t want to give shopkeepers to much freedom otherwise won’t be able to control
- Too many empty shops

6.15. Recommendations

- There is a consensus on the design of shop fronts and how they should resemble the example set in Knutsford.
- The need to provide a variety of styles and sizes and the desire to regenerate tired facades, especially those around Tesco Express and St Annes Parade.
- Furthermore the removal of security grills or place them behind the window pane may improve the aesthetic of a street.

Policy TH4 - Gateways

Broad Conclusions

- This received very positive feedback from the community. 43 respondents supported the suggested policy whilst two suggested they needed some amendments (however left no comments) and only two did not support TH4;
- Suggestion to provide a green infrastructure fund for GI improvements in Wilmslow. Copying that of the Edinburgh Life Tree.

6.16. Recommendations

- HOW suggests that the wording of ‘Enhance and protect’ should align with the policy for LPS54 (HOW/RLAM have interest in that site). Additionally, policy should not be prescriptive.

Policy TH5 - Historic Landscapes

6.17. Broad Conclusions

- 40 voted that they were in support to this particular policy, 6 agreed however suggested some minor amendments whereas two disagreed and did not support this TH5;

6.18. Key Issues

- Huge consensus regarding the theft and the lack of security of Peat theft – not a planning matter;
- A notion to protect land adjacent to CS36;
- Improved and enhanced protection and access to Lindow Common;
- This policy should include historical landscapes such as the Bollin Valley;

6.19. Recommendations

- Protection of land adjacent to CS36 and the further protection of Lindow Common and extend the protection of historical landscapes to include the Bollin Valley. Furthermore improved access to Lindow Common was a frequent comment and should be addressed.
Policy TH6 - Historic Assets

6.20. Broad Conclusions

- 40 respondents were in support of TH6
- Two required for additional changes to be made whereas only three did not support this policy

6.21. Key Issues

- Agreement that Wilmslow was lacking in listed buildings and stressed the need for CEC to accept their local historical listings that was sent to the council. This is mentioned a few times throughout the feedback form;
- The need for a Museum in Wilmslow
- Need to address Spelling and Grammar
- Should provide evidence and align with local and national policy and that indicated in CELPS

6.22. Recommendations

- Further mention of the need to get CEC to accept their local listing as there are limited listed historical buildings in Wilmslow. The provision of a Museum has also been mentioned again. Developers raised concern of not aligning with policy.

Policy TH7 - Local List

6.23. Broad Conclusions

- This suggested policy received 38 respondents whom are in support whereas only 3 did not support TH7;
- However, 4 have suggested minor amendments

6.24. Key Issues

- Possibility to connect with TH6 to ensure the policies are taken into account by developers;
- Vardon Bridge to be included with the list;
- Preserve, maintain and enhance this policy to ensure that developers do not interfere with historical assets.
- A few comments stating their disgust at the loss of the local police station that has been replaced by an ‘ugly’ residential block
- Developers stating that neighbourhood plan should not include a local list and that a list should only be made at a local and national level.

6.25. Recommendations

- To avoid the loss of further historical assets like the loss of the Police Station, Romany’s Caravan, Green Room Society and Vardon Bridge can be included within the local list as they were highlighted numerous times within the responses.
Policy TH8 - Historic Residential Assets

6.26. Broad Conclusions:

- This policy received 100% support as not one respondent expressed that they did not support TH8. Three however did suggest changes but 41 were in total support.

6.27. Key Issues:

- Express desire to protect the important character of Wilmslow (Edwardian/Victorian)

- This policy should not be ignored and ensure developers adhere to this policy

6.28. Recommendations:

- Ensure policy wording is strong so developers cannot ignore a single element of the policy. Could link with Wilmslow Shop Front Design Guide to protect the Edwardian/Victorian facades.
EPR Recommendation Report

7. Transport, Access and Infrastructure Policies and Aspirations

Aspiration A12 – Wilmslow Transport Hub

7.1. Broad Conclusions

- There were over 50 respondents in support of this aspiration against only 4 who did not support the policy.
- 4 respondents suggested that changes ought to be made.

7.2. Key Issues

- The hub needs to be linked to the tram.
- Requirement to consider access for all – disabled, elderly (all ages and abilities).
- The station ought to be the focus for this hub – but the car parking needs improving there as well.
- Concern that there is insufficient space in Wilmslow to accommodate such a facility.

[N.B. – the tram-train extensions would use the existing rail infrastructure on the Styal line but there are no plans currently set out and this would need delivering with adjacent transportation organisation including TfGM]

7.3. Recommendations

- Make it clear that the location needs to be allied to the railway station (practical purposes).

- Ensure that the aspiration is specific about the requirements sought.
- Specific reference should be avoided to the tram – but could suggest local or light rail.

Aspiration A13 – Easing Congestion

7.4. Broad Conclusions

- Only one respondent did not support this aspiration against over 45 in support of the policy.
- Seven respondents suggested changes should be made.

7.5. Key Issues

- Focus on ‘rat-running’ and signal priorities have been highlighted as key projects.
- The projects need to take vehicles off the road.

7.6. Recommendations

- Perhaps needs to be coupled with a series of project areas – such as reduction in ‘rat-running’, amending signal prioritisation etcetera. (Perhaps contact CEC Highways for suggested possible actions.)
EPR Recommendation Report

Aspiration A14 - High Speed Broadband

7.7. Broad Conclusions

• This aspiration was almost universally supported by 53 respondents.

• There were 4 respondents who did not support the aspiration.

7.8. Key Issues

• Supportive comments but general concern that it is neither within the planning system remit and that we cannot obtain funding for it.

7.9. Recommendations

• Whilst concern is noted this is an aspiration and not a policy - should remain as so. Could upgrade to a policy if you wished to make specific to new developments.

Aspiration A15 – Protecting Rail Services

7.10. Broad Conclusions

• 59 respondents supported this aspiration with 3 supporting it subject to changes.

• There were no objections to this aspiration.

7.11. Key Issues

• The hourly train to London should be the priority - important to many residents.

• This should be extended to cover all public transport services - any loss should be resisted.

• We ought to consider extending the provision of rail services.

7.12. Recommendations

• The aspiration could be about all public transport but this may 'water-down' the importance of railway services.

• Resisting the loss of bus routes might be more difficult due to patronage of such services - the railway station at Wilmslow is the third most used in Cheshire East (ORR data 2016) - but the same could not be said for bus usage.

Aspiration A16 – Access to Schools

7.13. Broad Conclusions

• The events respondents showed an almost polarised view between those that supported and did not support this aspiration.

• More widely there was strong support for the policy (54) against only eleven who did not support the aspiration and 12 (the highest number of any aspiration) who felt that the aspiration needed changes.

7.14. Key Issues

• Tension within the comments - comments refer to supporting parking at schools, whilst others are against this as it encourages car borne trips

• Some comments that it is not possible to walk and then drive on to work
Many comments that the aspiration should be encouraging walking and cycling rather than cars.

Suggest that the order is wrong—sustainable trips first and then improving drop off facilities.

That the approach should be the ‘park and stride’ approach.

Parking immediately outside of schools is an issue and within school facilities.

7.15. Recommendations

- The group need to focus on how to respond as there are strong conflicting views on this aspiration - possible easiest recommendation is to remove.

Policy TA1 – Residential Parking Standards

7.16. Broad Conclusions

- Almost universally supported by 60 respondents with only 1 objector.

- A limited number of respondents (5) suggested changes could be made.

7.17. Key Issues

- Awkward wording implies that the parking is for areas around new residential development – this needs to be changed.

- This policy needed to be delivered and enforced when permitting new developments.

- Considering the implications of the loss of garage space from conversions.

- New development should not be at the cost of existing residential parking.

- Suggest a minimum of 2 spaces per property (consider that the Cheshire East Standards are too low).

- [N.B: there are many comments here about park and ride and parking at the station that whilst important are not relevant to this policy and have been included in other areas].

7.18. Recommendations

- Ensure wording is clear that new development should deliver its own parking needs on site (and not impact on the surroundings).

- Set out some clear parking standards – may be based on CEC’s targets but could explore increase in certain areas where parking is demonstrated to be an issue.

Policy TA2 – Sustainable Transport

7.19. Broad Conclusions

- Again the policy was strongly supported (50), with only 3 objectors and 5 wishing to see changes.

7.20. Key Issues

- There is not enough about taxis in the policies.
• Pedestrian environment on Adlington Road and Bluebell Crossroads specifically highlighted.

• Long stay parking is highlighted an issue (presumably at the station?).

• Comments that the policy ignores cars – you still would use the car for the weekly shop.

• Comments received on loss of bus routes and loss of weekend services (130 mentioned specifically).

• Bikes / cycling ought to have a policy of its own.

7.21. Recommendations

• Suggest splitting bus and rail from cycle and pedestrians into two policies – or sub-policies.

• Ensure taxis are mentioned in this policy as a ‘public transport’ type.

• Explore whether you might consider cars as part of the policy – a hierarchy of transport modes could be introduced with cars at the bottom, but still considered.

7.23. Key Issues

• Colocation of the buses and trains at the station – create a transport hub.

• Parking at the station is not good quality and is expensive.

• Insufficient short stay parking (which isn’t long enough).

• Improve affordable long stay parking.

• There is insufficient taxi facilities at the station and they block the entrances / drop off areas.

• Station is tired / outdated / needs enhancement.

• Need more information before we can comment effectively.

7.24. Recommendations

• Many of the comments are addressed as part of Aspiration A12 as they are beyond the policy focus.

• The policy ought to consider something about interchange – between different modes and providing facilities in a better way at this location.

• The policy could support increased or better quality short and long stay parking facilities at the station.

**Policy TA3 – Railway Station Upgrade**

7.22. Broad Conclusions

• The policy was strongly supported by over 40 respondents.

• There was 2 objectors and 4 who suggested a need for changes.
EPR Recommendation Report

Policy TA4 – Long Stay Car Parking

7.25. Broad Conclusions

- Whilst strongly supported (55), there was more concern about this policy than others in this section with 10 suggesting a need for changes.

- Six respondents did not support the policy.

7.26. Key Issues

- There needs to be an improvement in long stay parking to avoid parking on residential streets.

- More long stay for office workers needs to be provided.

- Short stay parking is also an issue for Wilmslow and needs to be considered.

- We should not encourage long stay parking for the airport (overnight / all week).

- [N.B – some comments were specifically targeted towards airport parking and the need to resist this. For some there was the understanding that long stay was not ‘all day’ but for a few weeks – the policy needs to be clear on this point.]

7.27. Recommendations

- Make policy clear that this is about Long Stay day parking – not airport parking.

- Explore a possibility of expanding the policy to include short stay? – or would this benefit from a policy in its own right.

Policy TA5 – Congestion and traffic Flow

7.28. Broad Conclusions

- 55 respondents supported this policy, with 6 suggesting changes were needed.

- There were only three objections.

7.29. Key Issues

- The local plan will make congestion endemic whilst the new homes are built.

- Through traffic / traffic through the Town Centre should be discouraged.

- The policy needs to tackle ‘rat-running’.

- Large employers need to be encouraged to run minibuses from the station for employees (AstraZeneca’s previous travel model).

- Look at ‘park and stride’ proposals for the local schools (Specifically the High School) – perhaps should be linked to aspiration A16.

7.30. Recommendations

- Policy should include reference to avoiding ‘rat-running’ and discourage through traffic rather than just easing east-west traffic.

- Seek to introduce a travel planning element to this policy so that larger employers could have plans to help ease congestion (minibuses, car sharing etcetera).
8. Housing Policies and Aspirations

**Aspiration A17 – The Wilmslow Design Guide**

8.1. Board Conclusions

- There were over 40 people in support of this aspiration with only five people not in support of the aspiration.
- 4 respondents felt that the aspiration required some amendments.

8.2. Key Issues

- The aspiration ought to include all development types, including redevelopments and alterations.
- Some concern that the Wilmslow Design Guide would not add anything to the CEC Design Guide or that it would not be enforced.
- Lots of support for a Wilmslow specific design guide.

8.3. Recommendations

- Suggest ensuring that the description includes a wider selection of types of development rather than just ‘new’ development.
- Discuss with Cheshire East as to how this would work alongside their own Design Guide.

**Policy H1 – Brownfield and Infill Sites**

8.4. Broad Conclusions

- Overwhelming support for this policy (more than any other housing policy) with over 80 respondents supporting the policy against 2 objections.
- Five respondents felt that changes were required.

8.5. Key Issues

- Should not prioritise brownfield land over the allocated green field land in the CEC local plan.
- A general fear of policy supporting the exercise of garden grabbing.
- Brownfield land must be financially viable as they could green spaces that could assist in tackling climate change.
- Should prioritise brownfield as infill could result in a loss of garden grabbing and loss of green spaces.
- Worry about further increase in traffic.

8.6. Recommendations

- Stronger wording on what constitutes infill [need to consider CEC’s description] and need to show a difference between what constitutes infill.
- Potentially to explore the implications of this policy and the trend towards ‘garden grabbing’ and how this relates to the policy.
Set up criteria to ensure that appropriate brownfield sites are being developed on first [sustainable locations, suitable for residential rather than economic/employment uses].

determine what we would like to bring forward (some examples above) – but there might not be specified in the policy but should arrange of ‘best practice’ to draw upon.

Policy H2 – Strategic Sites

8.7. Broad Conclusions

• Strong support for this policy with 37 respondents supporting the policy against 8 not supporting the policy.

• Six respondents sought changes before they could offer their full support.

8.8. Key Issues

• Should provide a Wilmslow layer of guidance that is specific to that locality.

• Shouldn’t have criteria just for allocated sites, need to have criteria for the whole of Wilmslow.

• Should design for disabilities (align with RTPI guidance).

• Should consider RTPI dementia guide and sustainable energy town planning guide.

8.9. Recommendations

• Ensure that the guidance is specific to Wilmslow – this will occur naturally but must ensure that we do not repeat guidance in the CEC Local Plan.

• Should look more widely at cross-reference to other design guides – should clearly

Policy H3 – Housing Mix

8.10. Broad Conclusions

• Strong support for this policy with only 2 of the 35 respondents stating that they did not support.

• However, 11 that showed support did suggest changes.

8.11. Key Issues

• Should not prioritise housing for specific groups but include everyone of all ages and abilities.

• Is there evidence of a need for family housing – town overrun with 5 bed executive homes.

• Policy may deter developers as there is no scope for profit when building affordable homes [N.B – policy doesn’t specifically mention affordability as this is set by CEC in the Local Plan].

• Housing schemes should provide shopping parades and corner shops do decrease the use of cars.

• Starter homes are provided on the towns edges, no need for these types.

• Should prioritise social housing and retrofitting old homes.
8.12. Recommendations

- Need to ensure that there is evidence of housing need – should look to CEC Housing Needs survey which suggests over 70% of household demand is for 2 and 3 bed homes.

- Perhaps need to include a policy support about bringing disused homes back into use.

- Perhaps need to include an element of local retailing as part of new strategic development [Or this could be included in TC7].

Policy H4 – Sustainable Homes

8.13. Broad Conclusions

- Overwhelming support of this policy.

- Only 1 respondent did not support H4 whilst only 5 of the 40 that supported the policy suggested changes.

8.14. Key Issues

- Increase provision of SuDS.

- Could also consider accessibility as that would improve sustainability.

8.15. Recommendations

- Introduce a reference to Sustainable Urban Drainage within the policy.

Policy H5 – Town Centre Housing

8.16. Broad Conclusions

- Suggested policy H5 received relatively strong support with 29 not suggesting any changes.

- 8 respondents revealed that they did not support H5.

8.17. Key Issues

- Include rentable units for both young, old and people with disabilities.

- Support as long as there is an adequate provision of parking as Town Centre residential units will likely increase parking problems.

- Need to provide access to essential services (medical, transport).

- Avoid conversion of bigger homes in to HMO’s.

- Town Centre not big enough for housing growth and need to provide more 3 bed apartments.

8.18. Recommendations

- Criteria for this policy need to be quite clear and precise and look at matters of parking and type.

- Perhaps focus on Town Centre housing being larger apartments.

- Explore the possibility of a caveat on matters of conversion of larger homes.
Policy H6 – Houses in Multiple Occupation

8.19. Broad Conclusions

- This policy suggestion received varied feedback and a large amount of respondents did not support it [16] whereas 20 did show support. 5 respondents did however suggest some changes.

8.20. Key Issues

- Avoid HMO’s and promote Co-housing and house shares.
- Not in Wilmslow’s character to have a provision of HMO’s as it leads to untidy homes (interior and exterior), parking problems and attracts young professionals rather than young families which is not in character.
- Great option if properly regulated.
- Include apartments for shared ownership.

8.21. Recommendations

- This policy received various responses. Many responses highlighted that HMO’s were not welcome in Wilmslow as it will attract young professionals and students rather than young families, whilst many respondents disagreed with that response and stated that HMO’s will help improve Wilmslow’s housing stock and help stimulate the economy. The group need to refine exactly what they require of the policy.

- Possibility of linking policies H5 and H6 and stating that HMO’s should be restricted to the Town Centre.

Policy H7 – Access to transport and Infrastructure

8.22. Broad Conclusions

- General positive support for this policy suggestion with 28 showing support, 7 respondents suggested changes and 7 revealed they didn’t support this policy.

8.23. Key Issues

- Concern on how it would differ from CEC guidance.
- The development at Upcast Lane does not meet this criteria.
- Include social infrastructure.
- Align with RTPI guidance on dementia – ensuring that services are near to elderly population.

8.24. Recommendations

- Need to review this policy once the criteria are agreed and ensure that guidance is in addition to that required by CEC guidance.

- Perhaps need to widen this policy to include access to shops and facilities (or even provision on larger strategic sites).
Policy H8 – Residential Gateways

8.25. Broad Conclusions

• Strong support for this policy [36] with only 5 showing they required minor amendments.

• Only three people did not show support to H8.

8.26. Key Issues

• Avoid gated housing estates and footpaths.

• Consider adopting active Wilmslow and active Cheshire documents [Is this in the correct policy to refer to this – should this be linked to TA2].

8.27. Recommendations

• Recommend clear design criteria for the new residential developments which should include footpaths within and avoiding gated estates – physically and culturally – integrated development and edges is important.
9. Other considerations

9.1. In addition to the recommendations detailed in the previous sections, the following bullet points may be considered by the Steering Group:

- Inclusion of a new policy regarding Access for All

- In some instances it might be appropriate to merge some of the policies and/or aspirations.
26. Appendix 6: Regulation 14
feedback form
WILMSLOW
NEIGHBOURHOOD PLAN

Tell us what you think!

Please fill in this feedback form by circling Yes or No for each question and providing further comments in the boxes provided. Be specific about which policies you are referring to. Feel free to just focus on the topics which interest you most.

Please complete this form and return it to the Town Council at the Town Council Office (Wilmslow Parish Hall), Library or return it at any of our drop in events.

Find out more at wilmslownp.org.uk (You can fill this form in on our website too)

If you would like to submit more detailed comments please email us at: townclerk@wilmslow-tc.org.uk

General Comments

1. Do you feel the Wilmslow Neighbourhood Plan (WNP) covers the issues which matter to you and your family? Yes/No

2. Do you feel there is anything else the WNP needs to cover? Yes/No
   If yes, please tell us more in the box below.

3. Do you have any general comments about the document? Use the box below

   Remember to reference the part of the WNP you are commenting on.
Vision and Objectives

4. Do you support the Vision? **Yes/No**

5. Do you support all of the Objectives? **Yes/No**
   If no, please tell us why in the box below

   Comments:

   Remember to reference the part of the WNP you are commenting on.

6. Do you support the Spatial Strategy for Wilmslow? **Yes/No**

   Comments:

   Remember to reference the part of the WNP you are commenting on.

Policies and Aspirations

7. Do you support the Strategic Policies? **Yes/No**
   Policy SP1: Sustainable Construction, Policy SP2: Sustainable Spaces, Policy SP3: Sustainable Transport

   Comments:

   Remember to reference the part of the WNP you are commenting on.

8. Do you support the Natural Environment Policies and Aspirations? **Yes/No**
   Policy NE1: Countryside around the Town, Aspiration A1: Countryside Stewardship, Policy NE2: River Valley Landscapes, Policy NE3: Green Links, Policy NE4: Countryside Access, Policy NE5: Biodiversity Conservation, Policy NE6: Development in Gardens and Amenity Space

   Comments:

   Remember to reference the part of the WNP you are commenting on.

9. Do you support the Townscape and Heritage Policies? **Yes/No**
   Policy TH1: Gateways into Wilmslow, Policy TH2: Lindow Moss Historic and Cultural Landscape, Policy TH3: Heritage Assets, Policy TH4: The Three Wilmslow Parks

   Comments:

   Remember to reference the part of the WNP you are commenting on.
10. Do you support the Transport, Access and Infrastructure Policies and Aspirations?  
Yes/No  

Comments:

Remember to reference the part of the WNP you are commenting on.

11. Do you support the Community, Leisure and Recreation Policies?  
Yes/No  

Comments:

Remember to reference the part of the WNP you are commenting on.

12. Do you support the Housing Policies?  
Yes/No  
Policy H1: Approach to Housing Delivery, Policy H2: Residential Design, Policy H3: Housing Mix, Policy H4: Location of Residential Development

Comments:

Remember to reference the part of the WNP you are commenting on.

13. Do you support the Employment and Retail Policies?  
Yes/No  
Policy E1: Reuse of Existing Employment Land, Policy E2: Shop Frontages, Policy E3: Wilmslow Neighbourhood Centres

Comments:

Remember to reference the part of the WNP you are commenting on.

14. Do you support the Town Centre Policies and Aspirations?  
Yes/No  
Policy TC1: Visitor Facilitation, Policy TC2: Evening Activity, Policy TC3: Conversion of Office Spaces in the Town Centre, Policy TC4: Retail Development, Aspiration A4: Community Quarter, Policy TC5: Railway Station Hub and Upgrade, Policy TC6: Town Centre Housing

Comments:

Remember to reference the part of the WNP you are commenting on.
15. **Do you support the Public Realm in the Town Centre Policies and Aspirations?**  
Yes/No  

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Remember to reference the part of the WNP you are commenting on.

16. **Do you support the Key Sites Policies?**  
Yes/No  

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Remember to reference the part of the WNP you are commenting on.

**Your Details**

Please **provide your name and contact details** below. This enables us to demonstrate consultation has been carried out fairly.

**Forms with no name cannot be counted.**

Your details will only be used for the purposes of the Wilmslow Neighbourhood Plan and will be governed by the terms of Wilmslow Town Council’s privacy notice.

<table>
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<th>Your address or email:</th>
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**Thank you!**
28. Appendix 7: Regulation 14
consultation summary
document
Consultation on the WILMSLOW NEIGHBOURHOOD PLAN is open!

Make sure you have your say
16th July – 31st August 2018
What is the purpose of the Wilmslow Neighbourhood Plan (WNP)?

The WNP will be used by Cheshire East Borough Council to decide whether or not to approve planning applications within Wilmslow. The WNP planning policies will also guide those seeking planning permission to ensure they make proposals which are in line with what the community want – responding to the policies within it. Aspirations within the WNP will be used to drive forward key improvements and projects which do not need planning permission.

The creation of a Neighbourhood Plan for Wilmslow will give local residents significant influence in the planning decisions affecting their local area, steering the types of development they would like to see come forward and setting high standards of design and sustainability.

How did we get here?

The WNP and its policies have been shaped by considerable input and feedback from the local community through an extensive consultation process, beginning in 2016 with an initial questionnaire, sent to every household in the Town.

This was followed by consultation on an Emerging Policies Document (EPD) which contained outlines of each of the proposed Neighbourhood Plan policies. At this stage, it was important to gain an understanding of the level of public support for the policy ideas. The EPD was very well supported by the community.

Now a first draft of the WNP has been completed in preparation for formal Consultation. This consultation period will last 7 weeks and its feedback will go towards the final amendments to the WNP and its policies.

What are the next steps?

Following this period of consultation the feedback will be used to produce a final ‘Submission Version’ of the WNP in autumn 2018. This document will be submitted to Cheshire East Borough Council who will then consult on the Neighbourhood Plan (Regulation 16 Consultation). After this, the WNP will undergo independent examination before being subject to a referendum as to whether or not to adopt the Neighbourhood Plan. All Wilmslow electorate are able to vote.
What does the WNP cover?

The WNP addresses a number of established land-use planning and transportation issues associated with, but not limited to, housing, heritage, the environment, landscape enhancement and protection, the Town Centre, traffic management, sports and leisure, and the quality of the built environment.

The WNP Vision and Objectives

The Wilmslow Steering Group, in partnership with the community, has developed a Vision to guide the development of the WNP and its policies. All planning applications should demonstrate how they have addressed the vision as well as the objectives and policies which have been developed from it.

Vision

To sustain and enhance a dynamic community within Wilmslow which protects its special built and natural character and which promotes a user friendly and green environment with an increasingly attractive and thriving Town Centre.

To view the objectives see the full WNP at wilmslownp.org.uk
The Spatial Strategy for Wilmslow

The Spatial Strategy sets out the broad spatial or geographical opportunities and aspirations which have guided the preparation of the WNP policies. Whilst the Cheshire East Local Plan has identified sites for new development in and around Wilmslow it is important that these form part of a holistic strategy for the Town – the Neighbourhood Plan policies seek to guide the delivery of the themes set out in the Spatial Strategy.

To view all three of the Spatial Strategies see the full WNP at wilmslownp.org.uk
Brief overview of the WNP policies

The WNP contains 46 policies and eight aspirations split into five overarching themes containing detailed sub-sections on specific issues. These themes and issues are summarised over the next few pages. A number of supporting documents have been produced to help prepare these policies this includes a Landscape Character Assessment and Shop Front Design Guide.

For more detail on the policies you can view the full WNP at wilmslownp.org.uk

**Strategic Policies**

The WNP includes three strategic policies that set out the expected approach to new development in Wilmslow. These policies, applicable to all types of development, in all locations, form the cornerstone of the approach that is sought from new development within the Parish. The policies have a strong focus on achieving the goals of sustainable development, considering the construction of new buildings, the local landscape and safeguarding and enhancing biodiversity as well as the way that people move around the Town.

- Policy SP1: Sustainable Construction
- Policy SP2: Sustainable Spaces
- Policy SP3: Sustainable Transport
Natural and Built Environment

The community consultation behind the preparation of this plan has shown that the people of Wilmslow highly value their local environment, whether that be the local landscape and Green Belt setting or the historical buildings and spaces that give the Town its character. The policies in this section are designed to preserve and enhance these important features which once lost are irreplaceable.

Natural Environment Policies

- Policy NE1: Countryside around the Town
- Aspiration A1: Countryside Stewardship
- Policy NE2: River Valley Landscapes
- Policy NE3: Green Links
- Policy NE4: Countryside Access
- Policy NE5: Biodiversity Conservation
- Policy NE6: Development in Gardens and Amenity Space

Townscape and Heritage Policies

- Policy TH1: Gateways into Wilmslow
- Policy TH2: Lindow Moss Historic and Cultural Landscape
- Policy TH3: Heritage Assets
- Policy TH4: The Three Wilmslow Parks

Infrastructure

With new housing and employment planned as part of the Cheshire East Local Plan, ensuring that the Town’s infrastructure and services keep pace is an important element within the WNP. This not only includes managing the impact on the traditional elements of infrastructure, roads, pavements and parking, but also community infrastructure, including sports and leisure facilities, open spaces and health centres. It is important that new development does not miss any opportunity to improve the local infrastructure.

Transport, Access and Infrastructure Policies

- Policy TA1: Residential Parking Standards
- Aspiration A2: Wilmslow’s Rail Service
- Policy TA2: Long Stay Parking
- Policy TA3: Congestion and Traffic Flow
- Aspiration A3: Traffic Management
- Policy TA4: Access to Schools
- Policy TA5: Cycling in Wilmslow

Community, Leisure and Recreation Policies

- Policy CR1: Community Facilities
- Policy CR2: Indoor Leisure Facilities
- Policy CR3: Local Green Spaces
- Policy CR4: Public Open Space
- Policy CR5: Health Centres
Managing Growth

This section of the WNP deals with how housing and employment growth planned for Wilmslow should be delivered. Sites have been allocated by Cheshire East Borough Council for housing and employment in and around the Town which will be guided by the WNP policies. Some limited growth may take place outside of these areas over the plan period and these policies seek to ensure a high standard of design and to encourage certain types of new houses and businesses to strengthen Wilmslow’s offer.

Housing Policies
- Policy H1: Approach to Housing Delivery
- Policy H2: Residential Design
- Policy H3: Housing Mix
- Policy H4: Location of Residential Development

Employment and Retail Policies
- Policy E1: Reuse of Existing Employment Land
- Policy E2: Shop Frontages
- Policy E3: Wilmslow Neighbourhood Centres

Town Centre Policies

The Town Centre Policies work together to promote and improve Wilmslow Town Centre, in response to consultation which highlighted valued of the Town Centre. These policies tackle a range of different issues relating to various Town Centre uses and activities including the promotion of new cultural and community activities, as well as supporting new residential development, whilst safeguarding the retail character and improving the quality of the environment.

Town Centre Uses
- Policy TC1: Visitor Facilitation
- Policy TC2: Evening Activity
- Policy TC3: Conversion of Office Spaces in the Town Centre
- Policy TC4: Retail Development
- Aspiration A4: Community Quarter
- Policy TC5: Railway Station Hub and Upgrade
- Policy TC6: Town Centre Housing

Public Realm in the Town Centre
- Policy PR1: Public Realm
- Aspiration A5: Public Realm Strategy
- Policy PR2: Servicing
- Aspiration A6: Retail Servicing
- Policy PR3: Pedestrian Movement in the Town Centre
- Aspiration A7: Greening the Town
- Aspiration A8: Digital Wilmslow

Key Sites
- Policies KS1-KS7: Police, Fire and Ambulance Stations, British Legion, Parsonage Green, Library and South Drive Car Park, Broadway Meadows Car Park, Station Car Parks

For more detail on these policies you can view the full WNP at wilmslownp.org.uk
How can I give my feedback?

Visit our website to view the full Wilmslow Neighbourhood Plan and fill in our online questionnaire

wilmslownp.org.uk

or view a hard copy at the Town Council Office (Wilmslow Parish Hall) or the Library

Come and see us at one of our drop in events
Visit our website for event details

Write to us:

Email   townclerk@wilmslow-tc.org.uk
Post     Wilmslow Neighbourhood Plan
c/o Wilmslow Town Council
Wilmslow Parish Hall
Cliff Road
SK9 4AA
30. Appendix 8: Regulation 14
consultation exhibition boards
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Vision
To sustain and enhance a dynamic community within Wilmslow which protects its special built and natural character and which promotes a user friendly and green environment with an increasingly attractive and thriving Town Centre.

Objectives

Built Environment:
To sustain Wilmslow as a desirable place to live, work and play by providing new homes for all ages which address local needs, include community and green spaces and encourage an environmentally sensitive, sustainable approach.

Businesses:
To promote Wilmslow as a thriving and diverse business community.

Community, Leisure and Recreation:
To promote Wilmslow as destination rich in community and leisure facilities.

Healthy Communities:
To promote a healthy community which has excellent access to green and open spaces, sports facilities plus convenient access to surgeries.

Heritage Assets:
To celebrate, protect and enhance Wilmslow’s designated and non-designated heritage assets whilst encouraging more opportunities for residents and visitors to enjoy and understand the Town’s history.

Natural Environment:
To protect the character of the countryside and to create new opportunities for biodiversity, countryside access and the rural economy.

Town Centre:
To maximise the visual quality of the Town Centre, improving and encouraging access by sustainable modes, reducing the dominance of vehicles and the creation of an attractive and accessible destination space.

Transport, Access, and Infrastructure:
To create a safe, pedestrian friendly environment. To promote alternatives to vehicular use by improving cycling and walking facilities. To support the improvement of public transport.

Supporting Documents

The WNP is based on evidence including the feedback from the community and evidence developed by Cheshire East. In addition, a number of Wilmslow specific supporting documents prepared by the Steering Group have also been developed. They range from the development of a detailed Landscape Character Assessment (LCA) at the town-wide scale, through to specific strategies and frameworks developed for the key Town Centre sites. This evidence has been developed to support the community’s aspirations and is tied into the policies of the WNP.

The supporting documents have all been prepared by volunteers, many of whom are qualified and experienced environment and development professionals or academics ranging from those with architectural skills to those with specialisms in the natural environment.

The Wilmslow specific evidence developed includes:
- A complete Landscape Character Assessment
- A cycling strategy for the Town
- The development of a Shopfront Design Guide
- The development of a public realm strategy for the Town Centre
- Detailed frameworks for six Town Centre sites
The Spatial Strategy

The Spatial Strategy sets out the broad spatial or geographical opportunities and aspirations which have guided the preparation of the WNP policies. Whilst the Cheshire East Local Plan has identified sites for new development in and around Wilmslow it is important that these form part of a holistic strategy for the Town – set out in the WNP Spatial Strategy.

North Cheshire Context

Wilmslow is well located and served by transport connections with a series of tourism and economic growth assets. The Neighbourhood Plan aims to help preserve and enhance these assets, making best use of them for the benefit of existing and future residents and visitors to the Town. Wilmslow benefits from direct railway connections to Manchester and London. Direct rail connections to the airport mean that Wilmslow is nationally and internationally connected – it is vitally important that these links are preserved and enhanced.

The Wilmslow Context

The Town’s surrounding countryside and setting is particularly prized by the community. The Spatial Strategy shows a series of green links and wedges running east to west through this area linking together green spaces, parks and open countryside. The Spatial Strategy diagram shows a series of local assets including retail centres, schools, parks and spaces all of which are addressed by WNP policies. These are mapped alongside the strategic development sites identified by the Local Plan to demonstrate how the Town may be linked together.

One important aspect of the Spatial Strategy is the relationship that the key development sites have with the Town Centre. The Town Centre is the heart of the community, and the creation of sustainable links for walking and cycling to and from the Town Centre. The Town Centre will be the focus for the economic, visitor and leisure facilities.

Town Centre Context

Wilmslow Town Centre forms the heart of the Neighbourhood Plan’s Spatial Strategy. The Town Centre is the place where the majority of shops and services are located serving the residents of Wilmslow and beyond. The Town Centre has remained attractive to shoppers and retailers, despite downturns experienced elsewhere. The Town Centre spatial strategy diagram identifies how Town Centre uses should be concentrated to support a vibrant and active street scene. Areas within the dotted black line show where the Neighbourhood Plan seeks to prioritise improvements to the Town Centre environment and enhance existing community facilities through specific planning policies and aspirations over short and longer terms.
Overview of policies

The WNP contains 46 policies and eight aspirations. These policies and aspirations are split into five overarching themes containing more detailed sub-sections on specific issues.

For more detail you can view the full WNP at wilmslownp.org.uk

The Strategic Policies

Sustainable development is a key element of national planning policy, and these policies reflect this approach, setting the context and framework for all other policies in the WNP. The policies collectively seek to ensure proposed developments take a greater role in mitigating the effects of climate change and creating attractive and healthy environments. The policies include ideas ranging from choosing locally sourced materials and implementing energy efficient design, to ensuring that new landscapes and open spaces offer benefits for wildlife and the community.

Natural and Built Environment

The community consultation has shown that the people of Wilmslow highly value their local environment, whether that be the local landscape and Green Belt setting or the historical buildings and spaces that give the Town its character. The policies in this section are designed to preserve and enhance these important features which once lost are irreplaceable.

Natural Environment Policies

The WNP has a number of policies relating to landscape and biodiversity. The WNP identifies important areas of habitat and biodiversity, using work undertaken by the Cheshire Wildlife Trust. In addition, many of the policies are based on the Local Character Assessment prepared to support the Neighbourhood Plan. The policies identify important characteristics of the landscape (including the river valleys and the key habitat areas) and require those applying for planning permission to demonstrate how their proposals do not injure their special characteristics and improve access to the countryside for all. It provides detailed design guidance for those proposing garden development to ensure that the green character of the Town is not eroded.

Townscape and Heritage Policies

The policies in this section cover a wide variety of topics. The relationship between built features and their landscape setting. The historical development of the Town has created a number of unique townscapes and landscapes that are recognised and should be preserved. Whilst policies at the national level provide guidance for designated heritage assets, many of the features most highly prized in Wilmslow are not identified as either listed buildings or within conservation areas. As a result, specific policies in this section provide guidance for new development in the Three Wilmslow Parks, at gateways or approaches to the Town and within the internationally important Lindow Moss.
Infrastructure

With new housing and employment planned as part of the Cheshire East Local Plan, ensuring that the Town’s infrastructure and services keep pace is an important element within the WNP. This not only includes managing the impact on the traditional elements of infrastructure, roads, pavements and parking, but also community infrastructure, including sports and leisure facilities, open spaces and health centres. It is important that new development does not miss any opportunity to improve the local infrastructure.

Transport, Access and Infrastructure

The growth of Wilmslow will increase the need to travel both within the Town and beyond it. Whilst the road network is an important aspect of this and policies have been included to tackle congestion and traffic flow, the WNP recognises the importance of public transport, walking and cycling with specific policies designed to work alongside new developments to encourage the use of these within the town. Improvements to the railway station and the safeguarding of rail services provide a key focus for this section. In addition, specific policies setting out how schools should be accessed and how the cycling network (in line with a cycling strategy) should be improved are key elements to ensure reduced use of the private car.

Community, Leisure and Recreation Policies

The community have highlighted the importance of leisure and recreation facilities. The policies in this section work collectively to safeguard local community facilities and open spaces, as well as supporting planning applications that will provide new leisure opportunities in Wilmslow, especially indoor leisure. The WNP identifies a number of important Local Green Spaces which should be safeguarded from inappropriate development. This section, also recognises the disparity in healthcare provision within the Town, with new facilities being targeted to the north where housing growth is proposed.

Managing Growth

This section of the WNP deals with how housing and employment growth planned for Wilmslow should be delivered. Sites have been allocated by Cheshire East Borough Council for housing and employment in and around the Town which will be guided by the WNP policies. Some limited growth may take place outside of these areas over the plan period and where this is the case these policies seek to ensure a high standard of design and to encourage certain types of new houses and businesses over others.

Housing Policies

The policies within the housing section tackle the central issue of the need for homes for first time buyers and people wishing to downsize - both types have been identified by evidence and the community as being required. The policies aim to provide high quality well designed energy efficient homes, including affordable homes to encourage more diverse communities. The policies seek to ensure that new homes are located where they are close to services and public transport.

Employment and Retail Policies

The employment and retail policies provide guidance for existing and growing business in the Town. Particular support is given for small and start-up businesses within the south Cheshire science corridor favouring. These policies also seek to protect the existing Town Centre by concentrating retail uses within an identified Shopping Core (and other local shopping areas) and resisting their loss at ground level to maintain the vibrancy of the Town Centre. It is recognised that conversion of office space to residential use may take place over the plan period and this section contains policies which manage how and where this takes place.
Town Centre Policies

The Policies in this section work together to promote and improve Wilmslow Town Centre - one of the Town’s most important assets. This is in response to consultation which highlighted how valued the Town Centre is. These policies tackle a range of different issues relating to various Town Centre uses and activities including the promotion of new cultural and community activities, as well as supporting new Town Centre residential development, whilst safeguarding the retail character and improving the quality of the environment. The policies also focus on improvements to public transport.

Town Centre Uses

These policies seek to manage existing issues within the Town Centre. In addition to capitalising on the Town Centre’s strengths the policies also pre-empt changes in how people use the high street, providing guidance to ensure that economic changes do not undermine the Town Centre. As a key element of this approach, the WNP is focused on encouraging tourism through seeking investment in new and existing facilities (including the railway station) and encouraging improved provision of places to stay overnight.

Public Realm in the Town Centre

The policies within this section seek to improve the public realm (the space between buildings including the highways, land, footpaths and verges) for those who use the Town Centre. The policies achieve this through careful consideration of design and use of outdoor space, the servicing for commercial uses and crucially, improvements to green infrastructure and pedestrian movement. The town council will work with Cheshire East, relevant local groups and the private sector to coordinate and implement short and long-term actions to improve the vitality of the Town Centre based around the WNP strategy.

Key Sites

The following six Town Centre sites have been identified for future redevelopment, based on a study of the Town and community feedback and their boundaries can be found on the accompanying map (see board 8)

- Police, Fire and Ambulance Stations, Hawthorn Street, Wilmslow, SK9 5HQ
- British Legion, Grove Avenue, Wilmslow, SK9 5EG
- Parsonage Green, Green Lane, Wilmslow, SK9 1LD
- Library and South Drive Car Park, Wilmslow, SK9 9NW
- Broadway Meadows Car Park, Wilmslow, SK9 1NB
- Station Car Parks, Wilmslow, SK9 1BU

Applications for development on these sites will be required to set out how they have considered the design criteria set out in each policy. All of the sites are to deliver mix use developments.
Proposals Maps

Proposals Map 1
- Gateways and green links into Wilmslow
- Local green spaces (LGX)

Key
- Parks & Gardens
- Outdoor Space
- Amenity Green Space
- Town Linied Entrances
- Natural and Semi-Natural Green Space
- Provision for Children and Teenagers
- Allotments and Community Gardens

Proposals Map 2

Key Sites (see board 7)
- Site KS2
  Police, Fire and Ambulance Stations, Hawthorn Street, Wilmslow, SK9 5HQ
- Site KS3
  British Legion, Grove Avenue, Wilmslow, SK9 SEG
- Site KS4
  Parsonage Green, Green Lane, Wilmslow, SK9 1LD
- Site KS5
  Library and South Drive Car Park, Wilmslow, SK9 1NW
- Site KS6
  Broadway Meadows Car Park, Wilmslow, SK9 1NB
- Site KS7
  Station Car Parks, Wilmslow, SK9 1BU

Key
- Parking Sites
- Main (Primary) Shopping Frontage
- Key Town Centre Sites
- Town Centre
- Primary Shopping Area
- Secondary Town Centre Frontages
- Service Areas with customer facing elevations
- Key Flood Fall Drains

Proposals Map 3

- Settlement boundary and Green Belt
- Town Centre boundary
- Neighbourhood Centres

Key
- Neighbourhood Centre
- Greenbelt